



Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIV. No. 9

TORONTO, CANADA

January, 1918

Where Should the Cameras Be Kept?

The answer to this question depends largely on whether you aim to *keep* the cameras or to *sell* them. The show window is the proper place for some of your cameras when they help to form a selling display and a high percentage of our customers have found it profitable always to have a Kodak display, but it is a mistake to use the window periodically as a mere stock-room for your cameras.

Your stock of cameras should be kept together as the back bone of your whole Photographic Department and we are great believers in the sales-making virtues of a silent-salesman or show-case given over to the line.

Here is a case of actual experience to back up our belief: In the fore-part of 1917 a certain Kodak dealer was prevailed upon by our salesman to gather together his stock of Kodaks and Brownies from the odd corners of the store in which they had been left and to place them in a silent-salesman, with other photographic goods, in a fairly prominent position. He could and did do this without infringing on the privileges of the

other lines which he fancied had first claim on the display stations of the store. His sales of cameras for 1917 were more than 70% of what they were for the full years of 1914-15-16 combined, and they were considerable those years.

The cameras sold themselves as soon as they had a semblance of a chance and the dealer credits the new arrangement with working this profit-producing change because he himself admits that external conditions after he gave the cameras a showing were not more conducive to camera-sales than they had been in the days when Kodaks and Brownies were here and there.

The moral is that a highly advertised specialty like our line will win title to a neat and orderly showing, up-front, because giving the goods a fair chance, not necessarily the best in the house, has always been followed by largely increased sales.

Keep your cameras to the front in a separate case, or at least a separate section—then they sell themselves with gratifying frequency.

Getting the Jump

We don't pose as the final authority on advertising matters, but our experience has taught us that good advertising always brings results.

About a year ago we told you of our plans to increase the number of Kodak enthusiasts among the farmer folk. We went about it sanely and steadily, using all the good papers that make up the farmers' favorite reading. The results are more than satisfying because our accounts in rural communities show a high percentage of increase in camera purchases. Farmers are buying Kodaks more and more because we have made them see how well Kodakery fits in with farm-life.

We shall keep up this good work in the interest of your camera-sales to farmers and to reap the fullest benefit you should lay your plans now to team up with our efforts. Prepare a list of the farmers in your vicinity and as soon as Spring opens up canvass each one. Never mind if he thinks of Brownies when you talk of Kodaks—you will at least have planted the acorn which later will grow into an oak.

In the personal work you can use "The Kodak on the Farm." Snow is still on the ground but you should let us know promptly how many of these excellent booklets you require so they may be on hand when you wish to begin your canvass.

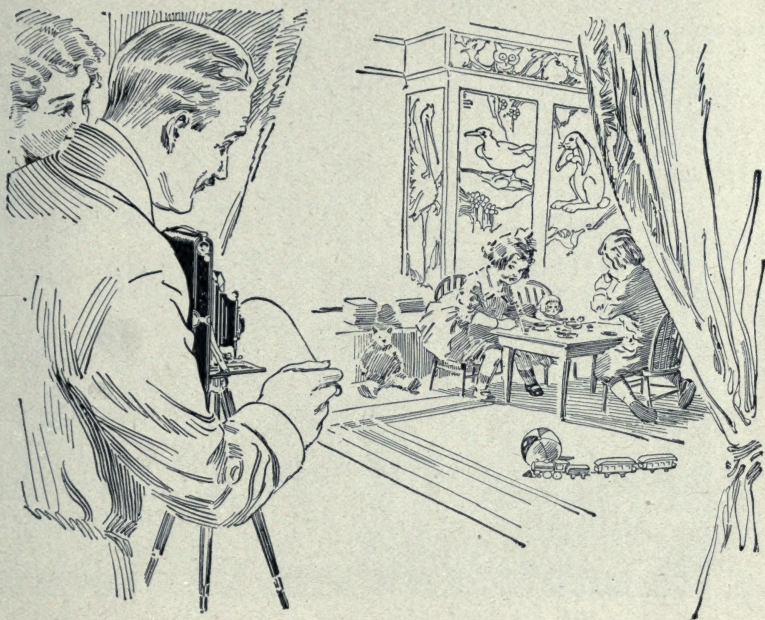
Your Stock of Film and Paper

When you were taking inventory did you come across more out-

dated film than you had expected to find? Watching expiration dates is a tedious job, but you can reduce this necessary task to a minimum by using the *Kodak Film Cabinet*. Maybe you intended to order one but overlooked it. The cabinet is an automatic stock-keeper. You load it so that the films with shorter guarantee periods are at the bottom and they are sold before the fresh stock. The design and finish are such as to harmonize with the general fittings of most any store and the varied colors at the ends of the cartons, as they show through the slots, make an eye-compelling fixture that reminds your customers of their film needs. See page 9 of May, 1917, Trade Circular for illustration of the Cabinets.

The most satisfactory way to keep your stock of paper is to stack the packages, according to size, on end in vertical compartments, the paper with the shortest life at the front. The goods are in full view of the customer and the end-labels are printed in colors to attract the customers' attention to paper as well as to save you the bother of looking to see whether it is Regular or Special, or Hard or Hard X.

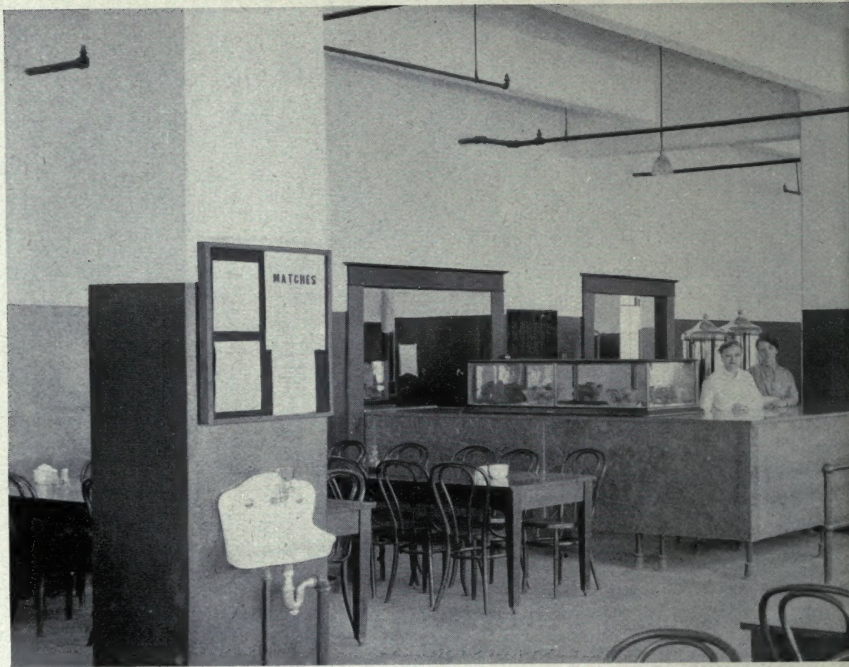
Films, film packs and paper which have become too old to deliver safely to customers, may be returned to us, in Toronto, freight or express charges paid, and a *credit in exchange*, of 40% of the list price will be given, provided the film or film packs are returned within three months after the expiration of time limit as stamped on cartons; printing-out and developing-out papers, within thirty days from expiration of time limit, and *the quantity returned is not excessive*—in our judgment.



Kodak
as they grow

Kodaks from \$8.00 up.

RICHARD ROE & COMPANY



Awaiting the Rush

Above is shown part of the girls' Dining Room at Kodak Heights just before the whistle blows for noon hour. Here warm meals may be obtained at the lowest possible figures, the serving being done in cafeteria style.

Adjoining the girls' room is a dining room for the men, the seating capacity of each being 275. While the two rooms are connected by the opening shown to the left, the entrances are separate and there's a separate staff of attendants for each room.

The food is cooked in a model kitchen, two storeys up, from which it is conveyed by an electric dumbwaiter to the dining rooms. Here there's an array of tables heated by

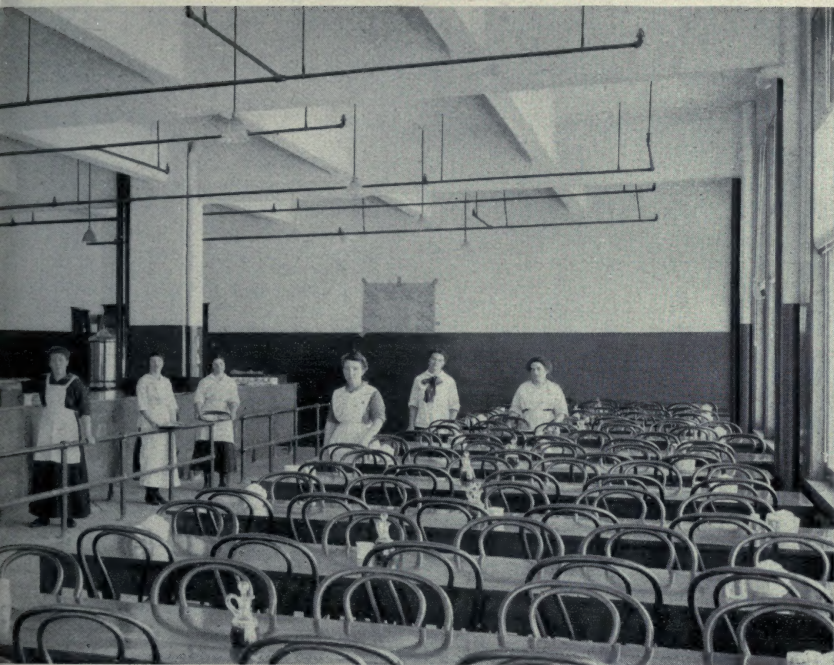
live steam and each meal can be served practically hot from the fire.

Reminder

Please bear in mind that you can, for the asking, have price slips for the Kodak and Premo catalogues, which will bring the catalogues practically up to date in regard to the price revisions that have been made since their publication. See page ten of the December, 1917, Trade Circular.

The Larger Sheets

You are due this year to sell a great deal of Bromide paper in large sheets provided you push the Kodak Enlarging Outfit announced



in our last number. Every one of our salesmen has expressed the opinion that this Enlarger is the right thing to satisfy a want long felt and so has every dealer to whom we have had the pleasure of demonstrating it. The demand for such an article is not the easiest thing in the world to gauge and our liberal estimate is already exceeded by the demand, so you should place your order at once to be sure of having the outfit as soon as a further supply comes through the factory.

Amateur photographers will buy them and the dealer who does not need an elaborate enlarging equipment can take care of his trade with one of these outfits. They are complete save for the Mazda Lamp and will enlarge up to 14 x 17 (the

limits of the easel) from a film negative 4 x 6 or smaller.

Guess Work Eliminated

Ever since photography came into general amateur use there has been an earnest attempt to simplify every branch of the process. The Kodak Range Finder simplifies the finding of the focus for the Kodak. It permits the operator to know what had to be estimated before, and guess work has been eliminated.

You may not be run off your feet with orders for Kodapods and Kodak Self-Timers but these are novelties of specific usefulness and you should have them to meet the particular customer.

New Prices on Albums

The increased cost of material used in making these goods compels advances to the figures shown below for the several styles:

Hercules

A	\$3.75
B	4.75
C	6.50
D	7.25

Price, Extra Leaves, Pkg. of 12—

A	\$.18
B	.25
C	.50
D	.60

The Trojan

A	\$3.25
B	4.25
C	6.00
D	7.25

Price, Extra Leaves, Pkg. of 12—

A	\$.18
B	.25
C	.50
D	.60

The Frontenac

A	\$1.90
B	2.75
C	5.00

The Week-End

No. 1.....	\$.35
No. 2.....	.50

Price, Extra Leaves, Pkg. of 12—

No. 1.....	\$.08
No. 2.....	.12

The Snapshot

No. 19.....	\$.18
No. 18.....	.22

The Tiber

A	\$1.25
B	1.75
C	2.40
D	2.75

Price, Extra Leaves, Pkg. of 12—

A	\$.18
B	.25
C	.35
D	.50

The Forum

A & N	\$.70
B & O	.90

C & P.....	\$.90
D & R	2.15
E	.90
F	1.30
G	1.30
H	2.55

The Apollo

A	\$1.00
B	1.25
C	2.25
D	2.35
E	1.25
F	1.60
G	2.50
H	2.75

Artist

No. 1.....	\$.35
No. 2.....	.35
No. 3.....	.35
Extra Leaves, any color, Pkg. 5	
Leaves	\$.12

Artist

No. 4.....	\$.50
No. 5.....	.50
No. 6.....	.50
Extra Leaves, any color, Pkg. of 5	
Leaves	\$.15
Trade Discount on Snapshot and	
Artist Albums and extra Leaves,	
33⅓%.	
Trade Discount on other Albums	
and extra Leaves, 30%.	

Price Changes

Eastman Portable Back-Grounds

Plain White, Black, or Grey, size	
4 ft. x 5 ft.....	\$2.75
Discount, 25%.	

Black Paper for Cutting Masks

11 x 14 size only, per 100 sheets,	
net	\$.80

In Error

In the December Trade Circular we announced the Kodak Enlarging Outfit, quoting a Discount of 32%, but this was a mistake. The proper Discount should have been 25% from a list price of \$15.00.

Kodak Dry Mounting Press

Kodak Dry Mounting Press, 11 x 14, electrically heated, will hereafter be supplied, including Electric Tacking Iron, at a price of.....\$78.00

Trade Discount, 20%.

Eastman Electric Tacking Iron for the above\$10.00

Trade Discount, 20%.

Developing and Printing Outfits

No. 0 Brownie Outfit.....\$1.00

Eastman No. 3A Outfit..... 1.75

Eastman A. B. C. Outfit..... 1.75

Trade Discount in any quantity, 25%.

R.O.C. Tripod Truck

No. 1.....\$1.25

No. 2..... 1.50

Trade Discount, 33⅓%.

Premo Junior Carrying Cases

For Premo Jr. No. 1\$1.10

For Premo Jr. No. 1A 1.25

For Premo Jr. No. 3 1.35

Trade Discount, 30%.

Chemicals

Potassium Iodide

1 oz. bottle\$.50

¼ lb. bottle 1.85

½ lb. bottle 3.60

1 lb. bottle 7.00

Trade Discount, 25%.

Hypo Sulphite of Soda (Granular)

In special moist-proof cartons, per lb.\$.10

Trade Discount unchanged.

Discontinued

Eastman Etching Tool Outfits

Under present conditions it is impossible for us to obtain any more of these, and for the time being we cannot accept any more orders, as our stock is exhausted.

Papers Discontinued

Our line of photographic papers has grown to such an extent that duplication of results makes it advisable to discontinue the manufacture of certain papers, as other grades cover the work for which these papers were intended. The Developing-Out papers discontinued are as follows:

Azo Grade A Soft Single Weight.

Azo Grade D Soft Single Weight.

Azo Grade D Soft Double Weight.

Azo Grade B Hard Single Weight.

Platino A Bromide.

Platino C Bromide.

Artura Chloride Medium Rough.

Artura Chloride Heavy Smooth.

In the case of Azo A Soft, Azo D Soft Single and Double Weight and Azo B Hard Single Weight, we will continue to fill orders as long as the small stock now on hand of each will serve. Thereafter, users of Azo Grade A Soft Single Weight and D Soft can be taken care of by the corresponding brands of Hard. Matte Enamel Bromide can safely be substituted for Platino A and Standard C for Platino C. The absence of Azo B Hard Single Weight, a Rough surface, will not occasion any inconvenience. The Artura Chlorides can satisfactorily be replaced with Iris papers of corresponding surface.

Aristo Carbon Sepia Paper and Aristo Gold Post Cards have also been discontinued.

Discontinued

We have discontinued the 20 x 24 Artura Printer, but will continue to supply the 11 x 14 Artura Printer as in the past.



THE KODAK STORY

Is a continued and never concluded story that grips and fascinates every member of the family. Perhaps it may be a picture story of the home folks—of interesting places and still more interesting people. You can make it history with an Autographic Kodak, for you date it when you make it.

JOHN DOE
10 TRIPOD AVENUE

ADVANCE IN PRICES

Effective January 25, 1918

KODAKS

Vest Pocket Autographic Kodak Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.9.....	\$ 27.50
No. 1 Autographic Kodak Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3.....	53.50
Do., with Bausch & Lomb Special Anastigmat lens, <i>f</i> .6.3.....	43.00
Do., with Bausch & Lomb Tessar lens, Series IIb, <i>f</i> .6.3.....	65.00
Do., with Bausch & Lomb Tessar lens, Series Ic, <i>f</i> .4.5.....	67.00
No. 1-A Autographic Kodak Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3.....	59.50
Do., with Bausch & Lomb Tessar lens, Series IIb, <i>f</i> .6.3.....	70.50
No. 3 Autographic Kodak Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3.....	59.50
Do., with Bausch & Lomb Tessar lens, Series IIb, <i>f</i> .6.3.....	70.50
No. 3-A Autographic Kodak Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3.....	76.25
Do., with Bausch & Lomb Tessar lens, Series IIb, <i>f</i> .6.3.....	91.50

PREMO CAMERAS

Premoette Jr. No. 1 Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3 and Compound shutter.....	\$ 39.50
Premoette Jr. No. 1-A Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3, and Compound shutter.....	44.50
Premo No. 12, with Optimo shutter and Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3.....	51.50
Do., with Bausch & Lomb Special Anastigmat lens, <i>f</i> .6.3.....	41.00
Do., with Bausch & Lomb Tessar lens, Series IIb, <i>f</i> .6.3.....	62.00
Do., with Bausch & Lomb Tessar lens, Series Ic, <i>f</i> .4.5.....	64.00
Premo No. 9 with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3 and Optimo shutter, 3¼ x 5½.....	73.25
Do., 4 x 5.....	70.75
Do., 5 x 7.....	95.50
Premo No. 10 with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3 and Optimo shutter.....	131.00
Do., with Bausch & Lomb Protar Series VIIa lens and Optimo shutter....	167.50

1A GRAFLEX CAMERA

1A Graflex without lens.....	2½ x 4¼	\$ 78.00
With B. & L. Kodak Anastigmat lens, <i>f</i> .6.3, No. 2.....		91.50
With B. & L. Tessar lens, Series Ic, <i>f</i> .4.5, No. 14.....		109.00
With B. & L. Tessar lens, Series IIb, <i>f</i> .6.3, No. 4.....		103.00

3A GRAFLEX CAMERA

3A Graflex without lens.....	3¼ x 5½	\$ 94.00
With B. & L. Kodak Anastigmat lens, <i>f</i> .6.3, No. 4.....		112.00
With B. & L. Tessar lens, Series Ic, <i>f</i> .4.5, No. 15a.....		140.50
With B. & L. Tessar lens, Series IIb, <i>f</i> .6.3, No. 5A.....		133.00

AUTO GRAFLEX

Auto Graflex without lens, including one double holder.....	3¼ x 4¼	4 x 5	5 x 7
	\$68.00	\$80.00	\$97.00
With B. & L. Kodak lens, <i>f</i> .6.3. No. 2—	83.50	No. 3—	94.50
With B. & L. Tessar Series Ic, <i>f</i> .4.5.....	No. 14—101.00	No. 15—	118.00
With B. & L. Tessar Series IIb, <i>f</i> .6.3.....	No. 4—	95.00	No. 5—156.50
	No. 6—	147.00	

AUTO GRAFLEX JUNIOR

Auto Graflex Junior without lens, including one double plate holder.....	2¼ x 3¼	\$ 44.00
With B. & L. Kodak Anastigmat lens, <i>f</i> .6.3, No. 1.....		60.00
With B. & L. Tessar Series Ic, <i>f</i> .4.5, No. 13.....		74.50

REVOLVING BACK GRAFLEX JUNIOR

2¼ x 3¼

Revolving Back Graflex Junior without lens, including one double plate holder.....		\$ 78.00
With B. & L. Kodak Anastigmat lens, f.6.3, No. 3.....		92.50
With B. & L. Tessar Series Ic, f.4.5, No. 15.....		116.00

COMPACT GRAFLEX

Compact Graflex without lens, including one double plate holder.....	3¼ x 5½	5 x 7	\$ 86.00	\$110.00
With B. & L. Kodak Anastigmat lens.....	No. 4 —	105.00	No. 5—	137.50
With B. & L. Tessar Series Ic, f.4.5.....	No. 15a—	133.50	No. 16—	169.00

TELESCOPIC REVOLVING BACK GRAFLEX

Telescopic R. B. Graflex without lens, including one double plate holder.....	3¼ x 4¼	4 x 5	\$104.00	\$115.00
With B. & L. Kodak Anastigmat lens, f.6.3.....	No. 3—	114.50	No. 5—	141.50
With B. & L. Tessar Series Ic, f.4.5.....	No. 15—	138.00	No. 16—	173.00

REVOLVING BACK AUTO GRAFLEX

Revolving Back Auto Graflex without lens, including one double plate holder.....	3¼ x 4¼	4 x 5	\$115.00	\$132.00
With B. & L. Kodak Anastigmat lens....	No. 5 —	141.50	No. 6—	171.00
With B. & L. Protar lens, Series VIIa....	No. 10 —	182.00	No. 13—	not fu'n'h'd
With B. & L. Tessar lens, Series Ic, f.4.5..	No. 15A—	158.50	No. 17—	\$232.00

PRESS GRAFLEX

Press Graflex without lens, including one double plate holder.....		5 x 7	\$136.00
With B. & L. Kodak Anastigmat lens, f.6.3, No. 5.....			159.50
With B. & L. Tessar lens, Series Ic, f.4.5, No. 16.....			191.00
With B. & L. Tessar lens, Series IIb, f.6.3, No. 6.....			180.00

HOME PORTRAIT GRAFLEX

Home Portrait Graflex without lens, including one double plate holder.....		5 x 7	\$150.00
With B. & L. Tessar, IC, f.4.5, No. 17.....			247.00
With B. & L. Tessar, IC, f.4.5, No. 18.....			295.00

STEREO AUTO GRAFLEX

Stereo Auto Graflex without lenses, including one double plate holder....		5 x 7	\$172.00
With matched pair B. & L. Kodak Anastigmat lenses, f.6.3, No. 3.....			199.00
With matched pair B. & L. Tessar, Series IIb, f.6.3, No. 5.....			223.00

No. 0 GRAPHIC CAMERA

No. 0 Graphic Camera.....	1½ x 2½	\$ 54.00
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F. & S. FINGER PRINT CAMERA

F. & S. Finger Print Camera complete with lens, shutter, two batteries, ten lamps and one double plate holder, 2¼ x 3¼.....		\$ 43.00
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No. 0 GRAPHIC ENLARGING CAMERA

6½ x 8½

No. 0 Graphic Enlarging Camera, including holder.....		\$ 33.00
Do., with R. R. lens, 6 inch, and Automatic shutter.....		43.00

GRAFLEX ENLARGING CAMERA

Graflex Enlarging Camera, 8 x 10, including one Bromide Paper Holder...		\$ 36.00
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REVOLVING BACK CYCLE GRAPHIC

Revolving Back Cycle Graphic with Graphic Rapid Rectilinear lens and Automatic shutter.....	4 x 5	5 x 7	6½ x 8½	8 x 10
	\$ 56.00	\$ 66.00	\$ 80.00	\$105.00
With B. & L. Kodak Anastigmat lens, f.6.3 and Volute shutter.....	No. 3	No. 5	No. 6	
	\$100.50	\$129.00	\$157.50	
With B. & L. Protar lens, Series VIIa, and Volute shutter	No. 7	No. 10	No. 13	No. 17
	\$137.30	\$163.30	Not furnished	

SPEED GRAPHIC

Speed Graphic without lens.....	3¼ x 4¼	4 x 5	3¼ x 5½	5 x 7
	\$ 55.25	\$ 56.25	\$ 57.50	\$ 71.25
	No. 2	No. 3	No. 4	No. 5
With B. & L. Kodak Anastigmat lens, f.6.3...	\$ 71.50	\$ 73.50	\$ 80.00	\$103.50
	No. 14	No. 15	No. 15a	No. 16
With B. & L. Tessar, Series Ic, f.4.5.....	\$ 89.00	\$ 97.00	\$108.50	\$135.00

STEREOSCOPIC GRAPHIC

5 x 7

Stereoscopic Graphic without lenses, including one double plate holder....	\$103.50
Do., with matched B. & L. Kodak Anastigmat lenses, No. 3, <i>f</i> .6.3.....	139.00
Do., with matched B. & L. Tessar lenses, Series IIB, No. 4, <i>f</i> .6.3.....	160.00
Do., with matched B. & L. Protar lenses, Series VIIa, No. 7.....	224.00
Do., with matched B. & L. Protar lenses, Series V, No. 1.....	137.00

B. & L. KODAK ANASTIGMAT *f*.6.3

No.	Lens in		No.	Lens in	
	Barrel	Volute Shutter		Barrel	Volute Shutter
0.....	\$ 19.00		4.....	\$ 30.00	\$ 50.00
1.....	22.00	\$ 42.00	5.....	41.50	63.00
2.....	23.50	43.50	6.....	56.00	77.50
3.....	24.50	44.50			

BAUSCH & LOMB TESSAR, SERIES Ic, *f*.4.5

No.	Lens in		No.	Lens in	
	Barrel	Volute Shutter		Barrel	Volute Shutter
13.....	\$ 36.50	\$ 56.50	17.....	\$117.00	\$140.00
14.....	41.00	61.00	18.....	165.00	
15.....	48.00	69.50	18a.....	212.00	
15a.....	58.50	80.00	19.....	255.00	
16.....	73.00	96.00	20.....	365.00	

BAUSCH & LOMB PROTAR, SERIES VIIa

No.	Lens in		No.	Lens in	
	Barrel	Volute Shutter		Barrel	Volute Shutter
1.....	\$ 50.00	\$ 70.00	7.....	\$ 67.00	\$ 87.00
2.....	53.50	73.50	8.....	75.00	96.50
3.....	58.50	78.50	9.....	not furnished	
4.....	57.00	77.00	10.....	82.00	103.50
5.....	62.00	82.00	Larger sizes not supplied.		
6.....	70.00	91.50			

BAUSCH & LOMB EXTREME WIDE ANGLE LENS, SERIES V

No.	Lens in		No.	Lens in	
	Only	Volute Shutter		Only	Volute Shutter
1.....	\$ 23.50	\$ 43.50	7.....	\$ 68.00	\$ 88.00
2.....	23.50	43.50	7a.....	90.00	110.00
3.....	29.50	49.50	8.....	90.00	110.00
4.....	36.50	56.50	9.....	131.00	152.50
5.....	46.00	66.00	10.....	260.00	283.00
6.....	57.00	77.00			

CARRYING CASES

For Graflex and Graphic Cameras

For 1A Graflex.....	\$ 7.50
For 3A Graflex.....	10.00
3¼ x 4¼ Auto Graflex, and Roll Holder	9.50
3¼ x 4¼ Auto Graflex, and Magazine Plate Holder.....	10.50
4 x 5 Auto Graflex, and Roll Holder	10.50
4 x 5 Auto Graflex, and Magazine Plate Holder.....	11.50
5 x 7 Auto Graflex, and Roll Holder	14.00
5 x 7 Auto Graflex, and Magazine Plate Holder.....	15.00
2¼ x 3¼ Auto Graflex Jr. and Roll Holder	7.00
2¼ x 3¼ Auto Graflex Jr. and Magazine Plate Holder.....	8.50
2¼ x 3¼ Revolving Back Graflex Jr. and Roll Holder	7.50
2¼ x 3¼ Revolving Back Graflex Jr. and Magazine Plate Holder.....	9.50
3¼ x 5½ Compact Graflex and Roll Holder	9.50
3¼ x 5½ Compact Graflex and Magazine Plate Holder.....	10.50

CARRYING CASES—Continued

5 x 7	Compact Graflex and Roll Holder	\$ 11.50
5 x 7	Compact Graflex and Magazine Plate Holder	13.50
3¼ x 4¼	Tele. R. B. Graflex and Roll Holder	11.00
2¼ x 4¼	Tele. R. B. Graflex and Magazine Plate Holder	11.50
4 x 5	Tele. R. B. Graflex and Roll Holder	12.50
4 x 5	Tele. R. B. Graflex and Magazine Plate Holder	13.50
3¼ x 4¼	R. B. Auto Graflex and Roll Holder	11.50
2¼ x 4¼	R. B. Auto Graflex and Magazine Plate Holder	12.50
4 x 5	R. B. Auto Graflex and Roll Holder	13.50
4 x 5	R. B. Auto Graflex and Magazine Plate Holder	14.50
5 x 7	Press Graflex and Roll Holder	16.50
5 x 7	Press Graflex and Magazine Plate Holder	18.00
5 x 7	Home Portrait Graflex and Roll Holder	17.50
5 x 7	Home Portrait Graflex and Magazine Plate Holder	20.00
5 x 7	Stereo Auto Graflex and Roll Holder	12.50
5 x 7	Stereo Auto Graflex and Magazine Plate Holder	14.50
F. & S. Finger Print Camera		14.00
Naturalists' Graflex		25.00
3¼ x 4¼	Speed Graphic	8.50
4 x 5	Speed Graphic	9.50
3¼ x 5½	Speed Graphic	9.50
5 x 7	Speed Graphic	12.00
Stereoscopic Graphic		12.50

For Six Graflex Plate Holders

For 2¼ x 3¼	\$ 5.00	For 4 x 5	\$ 7.00
3¼ x 4¼	6.50	5 x 7	7.50
3¼ x 5½	7.00		

For Crown Tripods

	Sole Leather	Imitation
No. 1	\$ 6.50	\$ 5.00
No. 2	7.50	5.50
No. 3	8.50	6.00
No. 4	9.50	6.50

HOLDERS

Graflex Roll Holders		Graflex Magazine Plate Holders	
2¼ x 3¼	\$ 9.00		\$ 12.00
3¼ x 4¼	10.00		14.50
3¼ x 5½	11.00		15.50
4 x 5	11.00		16.00
5 x 7	12.50		18.00

GRAFLEX FILM PACK ADAPTER

2¼ x 3¼	\$ 3.50
Larger sizes same as heretofore.	

GRAFLEX FOCAL PLANE SHUTTER

4 x 5	\$ 26.00	6½ x 8½	\$ 32.00
5 x 7	28.50	8 x 10	34.00

CHANGING SPEED GRAPHIC CAMERAS TO ACCEPT GRAFLEX ROLL HOLDERS

3¼ x 4¼	\$ 11.00
4 x 5	11.50
3¼ x 5½	11.50
5 x 7	13.00
Extra Mazda Miniature Lamps	.30
Extra Mazda Miniature Lamps, per Carton of 10	3.00

Dealers' discounts on the above same as heretofore.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIV. No. 10

TORONTO, CANADA

February, 1918

For Your Own Convenience

It seems that about every second week we read in the papers of a further reduction in the number of passenger trains, which means curtailing the Express and Parcel Post Services. Then it is common knowledge that the hard winter has played hob with the movement of goods by freight. No return to normal conditions is immediately in sight and it is the wise thing to try and anticipate your requirements so as to be reasonably certain of having the goods on hand when you want them. We would especially urge our customers in the Western and the Maritime Provinces to protect themselves by so ordering as to avoid loss of sales through delays in transit. For ourselves, we are using every effort to fill your orders as soon as received, but occasional lapses from our usual high standard of service can't always be avoided in the circumstances prevailing to-day, and we ask your indulgence, for we need hardly tell you that inability to fill orders complete bothers us more than it does you.

With Freight Shipments

You'd do well to include a Kodak Film Cabinet in your next freight order because the quickening demand of the early spring days will demonstrate its usefulness forthwith. We are selling these Cabinets to you without profit for the small sum of \$5.00 and the many dealers who have bought them tell us that the price is by no means a measure of their usefulness.

Kodak Enlarging Outfit

Put a little extra effort, at this season, into the selling of Kodak Enlarging Outfits. Almost unlimited results can be obtained with this outfit and although 14 x 17 enlargements as a maximum are recommended for the amateur, they may be made practically any size if the proper care is exercised to see that the negative to be enlarged and the enlarging paper are kept parallel.

Every Kodak Enlarging Outfit you sell means bigger sales of

Eastman Bromide Paper and the chemicals necessary to their development.

The Kodak Self Timer

Every amateur who likes to be included in the group pictures he takes, will see the advantage in having the Kodak Self Timer.

It should be impressed upon your customers that the Self Timer is simply an automatic shutter release and its action has no influence whatsoever on the speeds of the shutter. It has only the "one-way" action and therefore cannot be used for either "bulb" or time exposures.

The Kodak Self Timer is supplied in but one size and may be used on any camera fitted with a cable release, but cannot be used with the bulb release.

The Kodak Self Timer was announced in the December *Kodak Trade Circular*.

Correction of Condensed Price List

Page 77 of the 1917 Condensed List quotes prices on Seed X-Ray Plates in 16 x 20, 17 x 20, 18 x 22 and 20 x 24, which are not listed in the special leaflet on Seed X-Ray Plates. The quotations on the above sizes in the Condensed List are cancelled and on any size of X-Ray Plate larger than 14 x 17, special quotation will be made.

Advances in Price

Kodak Enlarging Outfit

Including Enlarging Camera,
Lens, Easel, Cord and Lamp
House \$18.00

Trade Discount 25%.

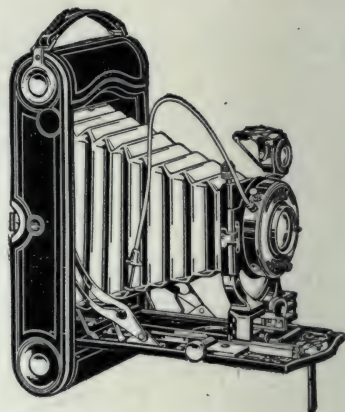
Film Negative Albums

For Negatives.	Price.
2½ x 4¼	\$1.00
3¼ x 5½	1.25
4 x 5	1.25
5 x 7	1.75

Trade Discount 33⅓%.

Discontinued

Souvenir Post Card Albums are no longer being made and we are unable to accept further orders for them.



3^A Autographic Kodak, Special with Kodak Range Finder

The Kodak Range Finder with which this Kodak is fitted is a practical device new to amateur photography—it finds the focus. Guess work is eliminated—you *know* what you had to guess at before.

The lens and shutter equipment is exactly what the words "*Kodak Special*" indicate.

Kodaks from \$8.00 up.
Brownies as low as \$1.75

RICHARD ROE & COMPANY

Single Column Cut—207-H.
Double Column Cut—207-G.

Advance in Price

Leatherette Hand Carrying Case for No. 2 Folding Autographic Brownie	\$ 1.10
Leather Hand Carrying Case with shoulder strap for No. 1 Autographic Kodak Jr.	3.00
Do., for No. 2C Autographic Kodak Jr.	3.25
Do., for Stereo Kodak, Model No. 1	4.00
Do., for No. 1 Panoram Kodak.	4.50
Do., for No. 4 Panoram Kodak.	6.00
Carrying Case with shoulder strap for No. 2 Folding Cart-ridge Premo	1.10
Trade Discount 30%.	
Eastman Film Developing Clips, 5 inch, per pair.....	.45
Trade Discount 25%.	
Printing Frames	
Brownie No. 1, for $2\frac{1}{4} \times 2\frac{1}{4}$ Developing Paper only.....	.20
Brownie No. 2, for $2\frac{1}{4} \times 3\frac{1}{4}$ Developing Paper only.....	.20
Trade Discount 33 $\frac{1}{3}$ %.	
Kodak Dry Mounting Press, plate 5×7 , gas heated.....	18.00
Trade Discount 20%.	
Eastman Print Roller, Single....	4.00
Eastman Print Roller, No. 1 Double	4.50
Trade Discount 25%.	

Unicum & R.R.

Our stock of B. & L. Double Valve Auto Shutters with Planatograph lens for 5×7 View Cameras is exhausted and no more are obtainable.

To take the place of this equipment we shall supply Unicum with R. R. lens at the same price as the equipment for which it will be substituted.

Date Them

Impress your clerks with the importance of the Autographic feature; the great selling advantage that it offers and finally the real value it is to the customer in enabling him to keep an authentic record by dating and titling his negatives, and if

a customer is not perfectly clear as to how it works, tell him this story—it's short:

In writing the autographic records, press firmly and evenly on the stylus; expose according to the schedule, (in the manuals) to the north sky—never to the direct sunlight.

Focusing Hood of 1A Graflex Camera

Several requests have been received, to replace the new model Focusing Hood on the 1A Graflex Camera, with the old style Focusing Hood, provided with lazy tongs.

This change is impracticable as it would necessitate alteration in the construction of the camera.

The new model Focusing Hood, fitted to the latest model of 1A Graflex, is very easily operated, and obviates the objectionable features of the Hood previously supplied.

Advance in Prices of Anastigmat Lenses

The advance in the prices of the cameras listed in the supplement to the January number of the *Kodak Trade Circular*, January 25th, was the result of a general advance in the prices of all Anastigmat lenses with the exception of those of our own manufacture—the Kodak Anastigmats. We hope it will not be necessary to raise the prices of these lenses, although increased labor costs and the steadily increasing cost of materials have necessitated a sacrifice of part of our profit.

We reprint the Supplement overleaf and examination of the new prices will readily indicate that they have been raised only where necessity demanded the advance.

ADVANCE IN PRICES

Effective January 25, 1918

KODAKS

Vest Pocket Autographic Kodak Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.9.....	\$ 27.50
No. 1 Autographic Kodak Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3.....	53.50
Do., with Bausch & Lomb Special Anastigmat lens, <i>f</i> .6.3.....	43.00
Do., with Bausch & Lomb Tessar lens, Series IIb, <i>f</i> .6.3.....	65.00
Do., with Bausch & Lomb Tessar lens, Series Ic, <i>f</i> .4.5.....	67.00
No. 1-A Autographic Kodak Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3.....	59.50
Do., with Bausch & Lomb Tessar lens, Series IIb, <i>f</i> .6.3.....	70.50
No. 3 Autographic Kodak Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3.....	59.50
Do., with Bausch & Lomb Tessar lens, Series IIb, <i>f</i> .6.3.....	70.50
No. 3-A Autographic Kodak Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3.....	76.25
Do., with Bausch & Lomb Tessar lens, Series IIb, <i>f</i> .6.3.....	91.50

PREMO CAMERAS

Premoette Jr. No. 1 Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3 and Compound shutter.....	\$39.50
Premoette Jr. No. 1-A Special with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3 and Compound shutter.....	44.50
Premo No. 12, with Optimo shutter and Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3.....	51.50
Do., with Bausch & Lomb Special Anastigmat lens, <i>f</i> .6.3.....	41.00
Do., with Bausch & Lomb Tessar lens, Series IIb, <i>f</i> .6.3.....	62.00
Do., with Bausch & Lomb Tessar lens, Series Ic, <i>f</i> .4.5.....	64.00
Premo No. 9 with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3 and Optimo shutter, 3¼ x 5½.....	73.25
Do., 4 x 5.....	70.75
Do., 5 x 7.....	95.50
Premo No. 10 with Bausch & Lomb Kodak Anastigmat lens, <i>f</i> .6.3 and Optimo shutter.....	131.00
Do., with Bausch & Lomb Protar Series VIIa lens and Optimo shutter.....	167.50

1A GRAFLEX CAMERA

1A Graflex without lens.....	2½x4¼	\$ 78.00
With B. & L. Kodak Anastigmat lens, <i>f</i> .6.3, No. 2.....		91.50
With B. & L. Tessar lens, Series Ic, <i>f</i> .4.5, No. 14.....		109.00
With B. & L. Tessar lens, Series IIb, <i>f</i> .6.3, No. 4.....		103.00

3A GRAFLEX CAMERA

3A Graflex without lens.....	3¼x5½	\$ 94.00
With B. & L. Kodak Anastigmat lens, <i>f</i> .6.3, No. 4.....		112.00
With B. & L. Tessar lens, Series Ic, <i>f</i> .4.5, No. 15a.....		140.50
With B. & L. Tessar lens, Series IIb, <i>f</i> .6.3, No. 5A.....		133.00

AUTO GRAFLEX

Auto Graflex without lens, including one double holder.....	3¼x4¼	4 x 5	5 x 7
	\$68.00	\$80.00	\$97.00
With B. & L. Kodak lens, <i>f</i> .6.3. No. 2—	83.50	No. 3—	94.50
With B. & L. Tessar Series Ic, <i>f</i> .4.5.....	No. 14—101.00	No. 15—	118.00
With B. & L. Tessar Series IIb, <i>f</i> .6.3.....	No. 4—	No. 5—	106.50
	No. 6—		147.00

AUTO GRAFLEX JUNIOR

Auto Graflex Junior without lens, including one double plate holder..	2¼x3¼	\$ 44.00
With B. & L. Kodak Anastigmat lens, <i>f</i> .6.3, No. 1.....		60.00
With B. & L. Tessar Series Ic, <i>f</i> .4.5, No. 13.....		74.50

REVOLVING BACK GRAFLEX JUNIOR

2¼x3¼

Revolving Back Graflex Junior without lens, including one double plate holder		\$ 78.00
With B. & L. Kodak Anastigmat lens, <i>f</i> .6.3, No. 3.....		92.50
With B. & L. Tessar Series Ic, <i>f</i> .4.5, No. 15.....		116.00

COMPACT GRAFLEX

Compact Graflex without lens, including one double plate holder.....	3¼x5½	5 x 7
	\$ 86.00	\$110.00
With B. & L. Kodak Anastigmat lens.....	No. 4 —105.00	No. 5 —137.50
With B. & L. Tessar Series Ic, <i>f</i> .4.5.....	No. 15a—133.50	No. 16—169.00

TELESCOPIC REVOLVING BACK GRAFLEX

Telescopic R. B. Graflex without lens, including one double plate holder.....	3¼x4¼	4 x 5
	\$104.00	\$115.00
With B. & L. Kodak Anastigmat lens, <i>f</i> .6.3.....	No. 3—114.50	No. 5—141.50
With B. & L. Tessar Series Ic, <i>f</i> .4.5.....	No. 15—138.00	No. 16—173.00

REVOLVING BACK AUTO GRAFLEX

Revolving Back Auto Graflex without lens, including 1 double plate holder.....	3¼x4¼	4 x 5
	\$115.00	\$132.00
With B. & L. Kodak Anastigmat lens... No. 5	—141.50	No. 6— 171.00
With B. & L. Protar lens, Series VIIa... No. 10	—182.00	No. 13—not furn'd
With B. & L. Tessar lens, Series Ic, <i>f</i> .4.5 No. 15A	—158.50	No. 17—\$232.00

PRESS GRAFLEX

Press Graflex without lens, including one double plate holder.....		5 x 7
		\$136.00
With B. & L. Kodak Anastigmat lens, <i>f</i> .6.3, No. 5.....		159.50
With B. & L. Tessar lens, Series Ic, <i>f</i> .4.5, No. 16.....		191.00
With B. & L. Tessar lens, Series IIb, <i>f</i> .6.3, No. 6.....		180.00

HOME PORTRAIT GRAFLEX

Home Portrait Graflex without lens, including one double plate holder.....		5 x 7
		\$150.00
With B. & L. Tessar, IC, <i>f</i> .4.5, No. 17.....		247.00
With B. & L. Tessar, IC, <i>f</i> .4.5, No. 18.....		295.00

STEREO AUTO GRAFLEX

Stereo Auto Graflex without lenses, including one double plate holder.....		5 x 7
		\$172.00
With matched pair B. & L. Kodak Anastigmat lenses, <i>f</i> .6.3, No. 3.....		199.00
With matched pair B. & L. Tessar, Series IIb, <i>f</i> .6.3, No. 5.....		223.00

No. 0 GRAPHIC CAMERA

No. 0 Graphic Camera.....	1½x2½
	\$ 54.00

F. & S. FINGER PRINT CAMERA

F. & S. Finger Print Camera complete with lens, shutter, two batteries, ten lamps and one double plate holder, 2¼ x 3¼.....	
	\$ 43.00

No. 0 GRAPHIC ENLARGING CAMERA

No. 0 Graphic Enlarging Camera, including holder.....	6½x8½
Do., with R. R. lens, 6 inch, and Automatic shutter.....	\$ 33.00
	43.00

GRAFLEX ENLARGING CAMERA

Graflex Enlarging Camera, 8x10, including one Bromide Paper Holder.....	\$ 36.00
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REVOLVING BACK CYCLE GRAPHIC

Revolving Back Cycle Graphic with Graphic Rapid Rectilinear lens and Automatic shutter	4x5	5x7	6½x8½	8x10
	\$ 56.00	\$ 66.00	\$ 80.00	\$105.00
With B. & L. Kodak Anastigmat lens, <i>f</i> .6.3 and Volute shutter.....	No. 3	No. 5	No. 6	
	\$100.50	\$129.00	\$157.50	
With B. & L. Protar lens, Series VIIa, and Volute shutter.....	No. 7	No. 10	No. 13	No. 17
	\$137.30	\$163.30	Not furnished	

SPEED GRAPHIC

Speed Graphic without lens.....	3¼x4¼	4x5	3¼x5½	5x7
	\$ 55.25	\$ 56.25	\$ 57.50	\$ 71.25
	No. 2	No. 3	No. 4	No. 5.
With B. & L. Kodak Anastigmat lens, <i>f</i> .6.3	\$ 71.50	\$ 73.50	\$ 80.00	\$103.50
	No. 14	No. 15	No. 15a	No. 16
With B. & L. Tessar, Series Ic, <i>f</i> .4.5.....	\$ 89.00	\$ 97.00	\$108.50	\$135.00

STEREOSCOPIC GRAPHIC

5 x 7

Stereoscopic Graphic without lenses, including one double plate holder	\$103.50
Do., with matched B. & L. Kodak Anastigmat lenses, No. 3, <i>f</i> .6.3.....	139.00
Do., with matched B. & L. Tessar lenses, Series IIb, No. 4, <i>f</i> .6.3.....	160.00
Do., with matched B. & L. Protar lenses, Series VIIa, No. 7.....	224.00
Do., with matched B. & L. Protar lenses, Series V, No. 1.....	137.00

B. & L. KODAK ANASTIGMAT *f*.6.3

No.	Lens in Barrel	Lens in Volute Shutter	No.	Lens in Barrel	Lens in Volute Shutter
0.....	\$ 19.00		4.....	\$ 30.00	\$ 50.00
1.....	22.00	\$ 42.00	5.....	41.50	63.00
2.....	23.50	43.50	6.....	56.00	77.50
3.....	24.50	44.50			

BAUSCH & LOMB TESSAR, SERIES Ic, *f*.4.5

No.	Lens in Barrel	Lens in Volute Shutter	No.	Lens in Barrel	Lens in Volute Shutter
13.....	\$ 36.50	\$ 56.50	17.....	\$117.00	\$140.00
14.....	41.00	61.00	18.....	165.00	
15.....	48.00	69.50	18a.....	212.00	
15a.....	58.50	80.00	19.....	255.00	
16.....	73.00	96.00	20.....	365.00	

BAUSCH & LOMB PROTAR, SERIES VIIa

No.	Lens in Barrel	Lens in Volute Shutter	No.	Lens in Barrel	Lens in Volute Shutter
1.....	\$ 50.00	\$ 70.00	7.....	\$ 67.00	\$ 87.00
2.....	53.50	73.50	8.....	75.00	96.50
3.....	58.50	78.50	9.....	not furnished	
4.....	57.00	77.00	10.....	82.00	103.50
5.....	62.00	82.00	Larger sizes not supplied.		
6.....	70.00	91.50			

BAUSCH & LOMB EXTREME WIDE ANGLE LENS, SERIES V

No.	Lens Only	Lens in Volute Shutter	No.	Lens Only	Lens in Volute Shutter
1.....	\$ 23.50	\$ 43.50	7.....	\$ 68.00	\$ 88.00
2.....	23.50	43.50	7a.....	90.00	110.00
3.....	29.50	49.50	8.....	90.00	110.00
4.....	36.50	56.50	9.....	131.00	152.50
5.....	46.00	66.00	10.....	260.00	283.00
6.....	57.00	77.00			

CARRYING CASES

For Graflex and Graphic Cameras

For 1A Graflex.....	\$ 7.50
For 3A Graflex.....	10.00
3¼ x 4¼ Auto Graflex, and Roll Holder	9.50
3¼ x 4¼ Auto Graflex, and Magazine Plate Holder.....	10.50
4 x 5 Auto Graflex, and Roll Holder	10.50
4 x 5 Auto Graflex, and Magazine Plate Holder.....	11.50
5 x 7 Auto Graflex, and Roll Holder	14.00
5 x 7 Auto Graflex, and Magazine Plate Holder.....	15.00
2¼ x 3¼ Auto Graflex Jr. and Roll Holder.....	7.00
2¼ x 3¼ Auto Graflex Jr. and Magazine Plate Holder.....	8.50
2¼ x 3¼ Revolving Back Graflex Jr. and Roll Holder.....	7.50
2¼ x 3¼ Revolving Back Graflex Jr. and Magazine Plate Holder.....	9.50
3¼ x 5½ Compact Graflex and Roll Holder	9.50
3¼ x 5½ Compact Graflex and Magazine Plate Holder.....	10.50

CARRYING CASES—Continued

5	x 7	Compact Graflex and Roll Holder	\$ 11.50
5	x 7	Compact Graflex and Magazine Plate Holder	13.50
3¼	x 4¼	Tele. R. B. Graflex and Roll Holder	11.00
3¼	x 4¼	Tele. R. B. Graflex and Magazine Plate Holder	11.50
4	x 5	Tele. R. B. Graflex and Roll Holder	12.50
4	x 5	Tele. R. B. Graflex and Magazine Plate Holder	13.50
3¼	x 4¼	R. B. Auto Graflex and Roll Holder	11.50
3¼	x 4¼	R. B. Auto Graflex and Magazine Plate Holder	12.50
4	x 5	R. B. Auto Graflex and Roll Holder	13.50
4	x 5	R. B. Auto Graflex and Magazine Plate Holder	14.50
5	x 7	Press Graflex and Roll Holder	16.50
5	x 7	Press Graflex and Magazine Plate Holder	18.00
5	x 7	Home Portrait Graflex and Roll Holder	17.50
5	x 7	Home Portrait Graflex and Magazine Plate Holder	20.00
5	x 7	Stereo Auto Graflex and Roll Holder	12.50
5	x 7	Stereo Auto Graflex and Magazine Plate Holder	14.50
F. & S. Finger Print Camera			14.00
Naturalists' Graflex			25.00
3¼	x 4¼	Speed Graphic	8.50
4	x 5	Speed Graphic	9.50
3¼	x 5½	Speed Graphic	9.50
5	x 7	Speed Graphic	12.00
Stereoscopic Graphic			12.50

For Six Graflex Plate Holders

For 2¼ x 3¼	\$ 5.00	For 4 x 5	\$ 7.00
3¼ x 4¼	6.50	5 x 7	7.50
3¼ x 5½	7.00		

For Crown Tripods

	Sole Leather	Imitation
No. 1	\$ 6.50	\$ 5.00
No. 2	7.50	5.50
No. 3	8.50	6.00
No. 4	9.50	6.50

HOLDERS

Graflex Roll Holders		Graflex Magazine Plate Holders	
2¼ x 3¼	\$ 9.00		\$ 12.00
3¼ x 4¼	10.00		14.50
3¼ x 5½	11.00		15.50
4 x 5	11.00		16.00
5 x 7	12.50		18.00

GRAFLEX FILM PACK ADAPTER

2¼ x 3¼	\$ 3.50
Larger sizes same as heretofore.	

GRAFLEX FOCAL PLANE SHUTTER

4 x 5	\$ 26.00	6½ x 8½	\$ 32.00
5 x 7	28.50	8 x 10	34.00

CHANGING SPEED GRAPHIC CAMERAS TO ACCEPT
GRAFLEX ROLL HOLDERS

3¼ x 4¼	\$ 11.00
4 x 5	11.50
3¼ x 5½	11.50
5 x 7	13.00
Extra Mazda Miniature Lamps	.30
Extra Mazda Miniature Lamps, per Carton of 10	3.00

Dealers' discounts on the above same as heretofore.



NO matter how much good times are enjoyed, they are soon forgotten unless Kodak serves as the memory jogger.

Keep a picture story of the bright side of life, to cheer up the hours that need cheering.

RICHARD ROE & SON

11 Premo Rd.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIV. No. II

TORONTO, CANADA

March, 1918

Advance in List Prices.

Effective March 11th, 1918

Kodaks and Brownies

No. 0 Brownie	\$ 2.00
No. 2 Brownie	2.75
No. 2 Fold. Autog. Brownie—Single Lens	8.00
Do., with R. R. Lens.....	9.50
No. 2C Fold. Autog. Brownie—S. L....	11.50
Do., with R. R. Lens.....	13.50
No. 3A Fold. Autog. Brownie—S. L....	12.50
Do., with R. R. Lens.....	15.00
No. 1 Autographic Kodak Jr.—S. L....	11.50
Do., with R. R. Lens.....	13.00
Do., with Kodak Anastigmat <i>f.7.7</i> Lens.	18.50
No. 1A Autographic Kodak Jr.—S. L....	13.50
Do., with R. R. Lens.....	15.50
Do., with Kodak Anastigmat <i>f.7.7</i> Lens.	21.50
No. 2C Autographic Kodak Jr.—S. L....	15.50
Do., with R. R. Lens.....	17.50
Do., with Kodak Anastigmat <i>f.7.7</i> Lens.	23.50
No. 1A Autographic Kodak—R. R. Lens.	18.50
Do., with Kodak Anastigmat <i>f.7.7</i> Lens.	24.50
No. 3 Autographic Kodak	19.50
Do., with Kodak Anastigmat <i>f.7.7</i> Lens.	25.50
Do., with B. & L. Auto Shutter and R.R. Lens	25.50
No. 3A Autographic Kodak.....	23.50
Do., with Kodak Anastigmat <i>f.7.7</i> Lens.	29.50
Vest Pocket Autographic Kodak—S. L....	8.50
Do., with R. R. Lens.....	10.00
Vest Pocket Autographic Kodak Special with Kodak Anastigmat <i>f.7.7</i> Lens...	15.00

Premos

Premo Jr. No. 1.....	\$ 2.75
Premoette Jr. No. 1—S. L.....	6.50
Do., with R. R. Lens.....	8.50
Do., with Kodak Anastigmat <i>f.7.7</i> Lens.	14.50
Premoette Sr. 2½ x 4¼ with R. R. Lens	12.50
Do., 3¼ x 4¼.....	12.50
Do., 3¼ x 5½.....	16.00
Do., with Kodak Anastigmat <i>f.7.7</i> Lens, 2½ x 4¼.....	18.50
Do., 3¼ x 4¼.....	18.50
Do., 3¼ x 5½.....	22.00
Cartridge Premo No. 2.....	2.75
Fold. Cart. Premo No. 2—S. L.....	7.00
Do., with R. R. Lens.....	8.50
Fold. Cart. Premo No. 2C—S. L.....	10.50
Do., with R. R. Lens.....	12.50
Fold. Cart. Premo No. 3A—S. L.....	11.50
Do., with R. R. Lens.....	14.00
Premo No. 8, 4 x 5 with Planatograph Lens	18.50
Do., 3¼ x 5½.....	19.50
Do., 5 x 7.....	26.00
Do., 3¼ x 5½ with K. A. <i>f.7.7</i> Lens....	25.50
Premo No. 9, 3¼ x 5½ with Planatograph Lens	36.00
Do., 4 x 5.....	36.00
Do., 5 x 7.....	43.50
Do., 3¼ x 5½ with K. A. <i>f.7.7</i> Lens....	42.00
Do., 4 x 5 with K. A. <i>f.7.7</i> Lens.....	42.00
Premo No. 10, with Planatograph Lens.	78.50
Premo No. 12, with R. R. Lens.....	18.50
Do., with Kodak Anastigmat <i>f.7.7</i> Lens.	24.50

Discount same as heretofore.

In the View Finder

Dismal Jimmies Some men seem to enjoy being miserable—pessimists is the fashionable name for them. Long after traders generally had recovered from the shock following the declaration of war these men were certain that business would be ruined. When they were proved wrong—hopelessly wrong—were they disconcerted? Not a bit of it. Deprived of one subject for lamentation they have turned to another. Their words are different but their tune is the same.

Their New Lamentation They are now c r o a k i n g "Things will be bad after the War." They offer you no facts in proof of their statement: men of this type seem to think with their livers instead of their brains. The trouble is that they are sometimes in a position in which they can do harm—an employer, for instance, can weaken the spirit of his staff by his dismal prophecies. There are many reasons for thinking that trade will be good after the war. It should, indeed, be even better than it is now.

Work Makes Prosperity Why is trade good now? Because everybody is working. Money is circulating freely and traders everywhere are reaping the benefit of it. Why should trade be different after the war? There will certainly be a difference, but it will be a good one. Things will be made for creative instead of destructive purposes. Guns are now being made to destroy bridges in Belgium—after the war new bridges will be made by the steel-workers who are now making the guns. Destroyers are now built to hunt submarines—for years to

come the same yards will be busy replacing the ships which are now being sunk.

Activity All Round Engineering and shipbuilding will be very busy—and so will the cotton, woollen and leather trades. The building trades will be faced with the demand for new dwelling-houses as well as for the completion of public buildings stopped during the war. Roads and railways, long neglected, will have to be put into good order again. The revival in agriculture will bring prosperity to rural districts. And, when all these great industries are prosperous, the smaller industries are bound to prosper with them. Are not these sufficient grounds for confidence that trade will be good everywhere during the reconstruction period which must follow the declaration of peace?

—*From an English Contemporary.*

Getting Bigger Orders

There are practically no limits to the increase which is possible in any developing and printing business.

The increase will result from two things—good service and good salesmanship. Good service means doing the work well, doing it quickly and keeping promises in regard to time. You can build a big business by giving good service; you can build it still bigger by adding good salesmanship to your good service.

Good service goes as far as handing the customer his prints over the counter. Good salesmanship goes much farther—it prompts you to

use every means of getting the customer to order more work from the one set of films. Instead of letting him stand in a crowd at the counter, you let him have a comfortable chair at a table so that he can sit down while he satisfies his natural curiosity to see his prints.

Even though your space is limited, it is well worth the effort to arrange things in such a way that the customer is undisturbed while he is looking at his work. He is never so interested in his picture-making as he is when he first sees his results—then is the time to get orders for more work from him. Not only can you sell him more prints, but you can sell mounts and albums as well. And, with the help of tastefully prepared specimens, you can easily sell large numbers of enlargements.

Profit in Enlargements

Three important photographic exhibitions were held in London last autumn—the Royal Photographic Society's, the London Salon, and the Kodak Bromide Pictures at the London Camera Club.

Now there are two points which should be carefully noted by dealers in connection with these exhibitions. The first point is that a very great many of the visitors to them go to study not only the composition of the pictures but also the means by which they are made. Many of the exhibition catalogues, notably that of the Royal Photographic Society, give the name of the process used as well as the title of the picture.

The second point is that nearly all the pictures were enlargements. It is, indeed, sometimes an actual drawback for a picture not to be enlarged. The British Journal, in reviewing the R. P. S. exhibition, said two of the pictures were "little gems sadly in need of enlargement."

These exhibitions plainly prove, then, that enlarging is the best method of making the most of a negative, and, at the same time, that large numbers of amateurs want to make the most of their negatives. There must be still larger numbers who do not read the photographic papers, and who, therefore, know nothing of the kind of pictures shown at the exhibitions.

But what are the dealers doing—even those having well-organized developing and printing departments—to show these people how much can be done by means of enlarging? The first dealer in any town who lays himself out to supply tastefully made enlargements will assuredly make big profits, especially in these times, when so many people use only small Kodaks.

Seed X-Ray Plates

On account of the greatly increased cost of materials we are forced to advance the list prices of these plates as shown below:

Size		Per Doz. with 2 sets of envelopes.
5	x 7	\$1.25
6½	x 8½	1.90
8	x 10	2.75
10	x 12	4.85
11	x 14	6.90
14	x 17	10.35

Trade Discount is unchanged.

Seed X-Ray Plates

Size	Per Doz. with 12 sets of envelopes.
5 x 7	\$ 1.60
6½ x 8½	2.40
8 x 10	3.45
10 x 12	5.90
11 x 14	8.35
14 x 17	13.00

Trade Discount is unchanged.

Envelopes for X-Ray Plates

Size	Per Doz. Sets
5 x 7	\$.35
6½ x 8½	.50
8 x 10	.70
10 x 12	1.05
11 x 14	1.45
14 x 17	2.65

Trade Discount, 30%.

Revised Discounts on Plates

The continued advances in the cost of raw materials has forced a reduction in the discounts allowed on plates, as set forth below, the standard list prices still applying.

Seed Plates, R. Brand—In case lots of one size or in lots of assorted sizes amounting to \$25.00 or more at list prices—5%. In quantities less than either of the above, plates will be billed at net list.

Seed X-Ray Plates—Discount is unchanged but list prices have been advanced—see notice to that effect elsewhere in this issue.

Stanley Plates—Discount on all amateur sizes, 30%. Discount on professional sizes, 20%.

Royal Plates:

Lantern Slide—Discount is now 30%.

S. E. R., Process, and Polychrome

—Discount on amateur sizes is now 15%. Cabinets will be billed

at \$.76 per dozen net in case or half-case lots. In lots less than case or half-case \$.82 per dozen net. Sizes larger than 5 x 7 discount is 10%.

Chemicals in Bulk

Carbonate of Soda—In barrels containing 250 to 275 lbs. will be billed at a price of 9 cents per lb. net.

Sulphite of Soda—In barrels, averaging 550 lbs. each will be billed at a price of 13 cents per lb. net.

Barrel lots will not be broken, the largest lots other than barrels being the 25 lb. containers.

Hypo (Granular)—In barrels averaging 350 lbs. each, will be billed at a price of 4 cents per lb. net.

Barrel lots will not be broken.

Read It

We, much more frequently than necessary, receive complaints from dealers that other dealers in their town have been supplied with booklets or other advertising matter while they have been neglected.

We sometimes receive complaints that the dealer has not been informed as to certain changes in price or discount or as to the advent of new goods.

In every instance we can trace these complaints back to the fact that the dealer has not read his Trade Circular.

Moral: Read your Trade Circular.



Kodak the Children

Let your Kodak make fast for you the impressions of those childhood days that are so soon outgrown.

RICHARD ROE & COMPANY

Single Column Cut No. 139-B.
Double Column Cut No. 139-A.

Change in Discount

Solio Hardener and Toner Solutions

We have been offering twelve 8 oz. bottles of Solio Hardener Solution at a discount of 25% and 10% when purchased with a case of Solio Toning Solution of either size. The 10% is now withdrawn, a straight 25% applying.

Advances in Prices

Combination Tripod

No. 2½	\$4.50
No. 3	5.00
No. 4	6.00
No. 5	9.00

Trade Discount, 25%.

Carrying Cases

For No. 2A Folding Autographic Brownie and No. 2A Folding Cartridge Premo	\$1.25
For No. 2C Folding Autographic Brownie and No. 2C Folding Cartridge Premo	1.25
For No. 3A Folding Autographic Brownie and No. 3A Folding Cartridge Premos	1.40

Trade Discount, 30%.

Price Changes in Mounts

Remington

For Prints.	Per 50	Per Doz.
5 x 7	\$3.00	\$.80
6½ x 8½	3.75	1.10
8 x 10	4.50	1.25
6 x 10	4.50	1.25

Woodmere

5 x 7	\$3.00	\$.80
6½ x 8½	3.75	1.10
8 x 10	4.50	1.25

Vista

8 x 10	\$3.00	\$.90
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5 x 7 and 6½ x 8½ sizes of Vista are unchanged in price.

Discounts unchanged.

Depose Scales

Discontinued

Our stock is entirely exhausted of both the Number 1 and Number 2 sizes and we are unable to obtain further supply.

Show Your Customers

You know that Spring is just around the corner and in the month intervening, there are some articles which can be moved by putting forth a little extra effort at this time.

Kodak Enlarging Outfit

The amateur can secure almost unlimited results with this outfit. Enlarging his own negatives is a pleasure and the Kodak Enlarging Outfit simplifies the work and reduces the effort to a minimum.

Every outfit you sell means increased sales of the necessary paper and chemicals.

Kodak Portrait Attachments

There ought to be an unprecedented demand at this time for Portrait Attachments, when so many of our soldier and sailor boys are overseas. The home pictures supplement the ones that are made in the studio, and pictures mean much, in these times.

Kodak Self Timer

The Kodak Self Timer also fits into the idea of home portraiture. It enables the operator to take his own picture, or to be included in the family group, since an adjustable air-lock screw controls the time between the release of the Self Timer and its release of the shutter.

This is a useful addition to any amateur's equipment.

Then, there are some indispensable combinations like the *Kodak Metal Tripod* with the *V. P. K. Tripod Adapter*, or the *Universal*

Tripod Head, or for those who prefer it, the *Kodapod*.

Give your customers the advantage of seeing these things and explaining their usefulness. It will help the sales.

The Sooner, the Better

You can do a good deal to relieve the congestion in the Summer caused by customers who have long known that their cameras need some fixing but indefinitely put off having the work done. You know very well that the man who rushes his camera to you a day or so before Victoria Day or Dominion Day could just as well have brought it in a month before, but you can't very well give him a lecture on the time-worn topic of procrastination being the thief of time. The best thing to do is to give the casual photographer a timely reminder at this season of the year, either by personal talk in the store or letter. The congestion of the summer months in our Repair Department is, we believe, almost entirely due to what we call casual photographers, and the sooner they get their cameras into commission the better for your film sales.

"How to Make Good Pictures"

is worth more to you than to the person who buys it because you are assured of your customer acquiring a better knowledge of photography.

Put a Tag on Them

Make your instructions explicit! When you send cameras to us for repairs, or adjustments, attach a tag to the camera so we may know from whom it comes, and then if the tag isn't big enough to enable you to make your instructions plain, write them in a letter and refer to the camera number.

We have made this request many times before, but still cameras are received without tags or identification of any kind. Just consider for a moment how difficult it would be for you, if three or four of your customers sent their cameras to you for repairs, without the proper means of identification. That is just the position we are in when cameras come to us without tags.

In order to avoid delays, confusion and endless trouble, *please do not fail to tag the cameras you return and send, in addition, a letter giving full instructions.*

Chemical Prices

The following changes in the price of chemicals became effective March 6th:

Potassium Iodide

(Advance in Price.)

1 oz. bottle.....	\$.55
¼ lb. bottle.....	2.05
½ lb. bottle.....	3.95
1 lb. bottle.....	7.70

Discount, 25%.

Nepera Auxiliary Powders

(Advance in Price.)

Nepera Auxiliary Powders for use with Nepera Solution, per car- ton 12 powders.....	\$.35
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Discount, 25%.



EASTMAN FILM

has the speed and ortho-
chromatic qualities that
make it absolutely de-
pendable.

A full assortment of sizes

RICHARD ROE & COMPANY

Single Column Cut No. 250-B.
Double Column Cut No. 250-A.

Hydrochinon

1 oz. cans.....	\$.43
¼ lb. cans.....	1.30
½ lb. cans.....	2.45
1 lb. cans.....	4.75

Trade Discount, 33⅓%.

Order ahead so as to have the
goods in good time.



The Day of His Going

Kodak pictures in thousands of homes, are keeping the family history of the great war. Pictures of the brother, the husband, or the son as he proudly marches away and then, trained and hardened, as he returns on furlough, and his pictures of the ones at home, all go to make up an intimate story of the war that will be handed down in the family history.

Let Kodak keep the story and the dates.

RICHARD ROE & COMPANY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIV. No. 12

TORONTO, CANADA

April, 1918

Change Without Notice

Several times, in the Kodak Trade Circular, we have informed our customers that the prices of all our goods are subject to change without notice, and, specifically, we pointed out in the December, 1917, number, page ten, that we were unable to accept orders for future delivery of any of our goods, save on the thoroughly understood condition that the billing would be at prices current on the day of shipment. The same notification of prices being subject to change without notice is given in our catalogues and Condensed Price List.

Fluctuating prices do not tend to stabilize business conditions, and we change our prices only by reason of necessity. While we are quite unable to guarantee the future price of any item of our line, our customers may feel assured that any change in our prices was brought

about by genuine necessity, an instance being the case of the Azo price changes effective April 8th, of which notice was sent to all dealers. This is the only change in the price of that paper since the outbreak of the war. The new Azo price list is re-printed in this number as a convenient record for you.

It seems opportune that we should warn our customers of the danger of taking a loss rather than making a profit through buying sensitized goods beyond reasonable requirements. The life of the goods is necessarily of limited duration, and for this reason over-stocking should be avoided, especially as there does not seem to be any condition that would indicate an absolute shortage of sensitized material.

Have you a Kodak Film Cabinet?

NEW AZO PRICE LIST.

Effective April 8th, 1918

SINGLE WEIGHT

DOUBLE WEIGHT

1 Doz.	2 Doz.	½ Gro.	Gross	SIZE	1 Doz.	2 Doz.	½ Gro.	Gross
.....	\$0.18		\$0.95	1½ x 2½		\$0.25		\$1.20
.....	.18		.95	2¼ x 2¼		.25		1.20
.....	.18		.95	2¼ x 3¼		.25		1.20
.....	.18		.95	2¼ x 3½		.25		1.20
.....	.22		1.15	2½ x 4¼		.30		1.45
.....	.22		1.15	3 x 4		.30		1.45
.....	.25		1.15	3½ x 3½		.35		1.45
.....	.25		1.15	3½ x 4¼		.35		1.45
.....	.28		1.25	2½ x 4½		.38		1.55
.....	.28		1.25	2¼ x 7		.38		1.55
.....	.28		1.25	3¼ x 5½		.38		1.55
.....	.35		1.25	3¼ x 6		.45		1.55
.....	.35		1.25	4 x 5		.45		1.55
\$0.18			1.25	3½ x 6½	\$0.25			1.55
.18			1.25	3½ x 5½	.22			1.55
.18			1.25	3½ x 5½	.22			1.55
.18			1.25	4 x 6	.22			1.55
.20			1.70	4¼ x 6½	.25			2.15
.25			2.00	4¾ x 6½	.35			2.50
.25		\$1.20	2.20	5 x 7	.35		\$1.50	2.75
.35		1.40	2.50	5 x 8	.45		1.75	3.15
.35		1.40	2.50	3½ x 12	.45		1.75	3.15
.35		1.40	2.50	5½ x 7¾	.45		1.75	3.15
.35		1.75	3.15	6 x 8	.45		2.20	3.95
.40		1.95	3.45	6½ x 8½	.50		2.45	4.30
.45		2.10	3.75	7 x 9	.55		2.65	4.70
.50		2.45	4.40	7½ x 9½	.65		3.05	5.50
.50		2.75	5.00	7 x 11	.65		3.45	6.25
.50		2.75	5.00	8 x 10	.65		3.45	6.25
.65		3.65	6.60	9 x 11	.80		4.55	8.25
.75		4.50	8.15	10 x 12	.95		5.65	10.20
1.00		5.50	10.00	11 x 14	1.25		6.90	12.50
1.50		8.25	15.00	14 x 17	1.90		10.30	18.75
2.00		11.40	20.65	16 x 20	2.50		14.25	25.80
2.50		14.45	26.25	18 x 22	3.15		18.05	32.80
3.00		17.20	31.25	20 x 24	3.75		21.50	39.05
.....			1.40	Stereo Die Cut.				

ROLLS

SINGLE WEIGHT

20 Inches 40 Inches

\$1.00

\$2.00

3.00

6.00

.....10 feet.....

.....10 yards.....

DOUBLE WEIGHT

20 Inches 40 Inches

\$1.25

\$2.50

3.75

7.50

ROLLS FOR CIRKUT CAMERA NEGATIVES

SINGLE WEIGHT

DOUBLE WEIGHT

5 in.	6 in.	6½ in.	8 in.	10 in.	16 in.	5 in.	6 in.	6½ in.	8 in.	10 in.	16 in.
\$0.65	\$0.75	\$0.85	\$0.95	\$1.20	\$1.90	25 feet..	\$0.85	\$0.95	\$1.00	\$1.15	\$1.45
1.25	1.50	1.65	1.90	2.40	3.75	50 feet..	1.65	1.90	2.00	2.25	2.90
2.50	3.00	3.25	3.75	4.75	7.50	100 feet..	3.25	3.75	4.00	4.50	5.75

AZO POST CARDS

Doz.	2 Doz.	½ Gross	Gross	500
\$0.20	\$0.35	\$0.95	\$1.70	\$4.40

Correction

Through an error, a few inaccuracies crept into the revisions of plate discounts given on page 4 of our last number, and we restate the whole accurately. The errors were in connection with the Seed R and the Royal Plates.

Seed Plates—"R" Brand will be billed at Net List.

Seed X-Ray Plates—Trade Discount is 25%—no change.

Royal Lantern Slide Plates—Trade Discount is 30%—no change.

Royal Plates—Special Extra Rapid, Polychrome and Process Brands—Discount on amateur sizes is now 10%. Sizes larger than 5 x 7—Discount is 5%.

Cabinet size will be billed at 80 cents per dozen Net, in lots of $\frac{1}{2}$ case or case (26 dozen is a case)—in lots smaller than $\frac{1}{2}$ case at 86 cents per dozen Net.

Stanley Plates—Trade Discount on all amateur sizes is 30%—on professional sizes—20%.

Chemicals

Sodium Sulphite, 1 lb. can, each. \$.28
Trade Discount, 33 $\frac{1}{3}$ %.

In case lots of 48—1 lb. cans, Trade Discount is 33 1-3% and 10%.

5 lb. cans, each.....\$1.20
25 lb. cans, each.....5.50
Trade Discount, 33 $\frac{1}{3}$ %.

The prices of Sulphite in bottles remain unchanged.

Sodium Carbonate, 1 lb. can, each. \$.22
Trade Discount, 33 $\frac{1}{3}$ %.

In case lots of 48—1 lb. cans, Trade Discount is 33 1-3% and 10%.

5 lb. cans, each.....\$.95
25 lb. cans, each.....3.75
Trade Discount, 33 $\frac{1}{3}$ %.

The prices of Carbonate in bottles remain unchanged.

Discontinued

Kodak Auto Shutter and K. A. Lens for No. 3A Autographic Kodak.

We are no longer able to supply the Kodak Auto Shutter and K. A. f.7.7 lens equipment for No. 3A Autographic Kodak, therefore, no further orders for the No. 3A thus equipped can be accepted.

Metal Tripods.

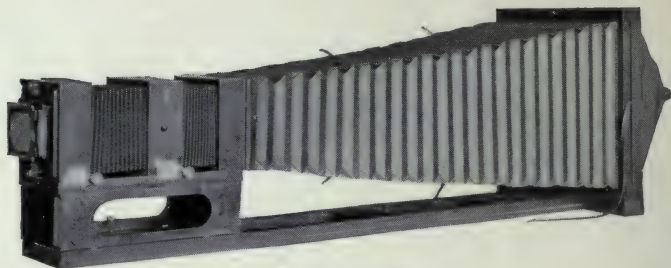
Our stock of Nos. 380 and 390 is exhausted, and no further orders for them can be filled.

Alcohol Lamps

Our stock of these Lamps, for use with Magnesium Ribbon Holders, is gone, and no further orders can be filled.

For Your Own Convenience

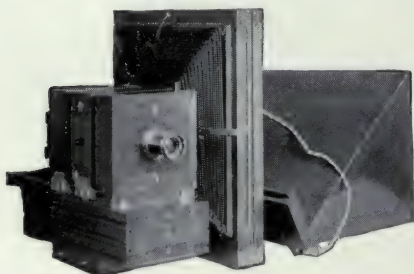
More than once in these columns we have urged our customers to use for making out their orders the blanks which they may have from us merely for the asking. More and more orders are coming in on these forms but we repeat the advice for the benefit of our new dealers. Another point to observe in the interests of good service is to make your film orders, as far as possible, call for film in quantities of 12 rolls or multiples of 12 rolls.



Extended for Use

Eastman X-Ray Reducing Camera

The Roentgenologist finds frequent use for lantern slides and other reductions in size from his large X-Ray negatives. The Eastman X-Ray Reducing Camera is remarkably compact and efficient for this work. Equipment includes



Compact when not in Use

Century Lantern Slide Camera fitted with both 5 x 7 and lantern slide back and Kodak Anastigmat lens, *f.* 7.7. The illuminator is fitted with 100 watt, Bowl Frosted Tip, Tungsten Lamp, 110 volts, and Kits for 14 x 17, 11 x 14, 10 x 12, 8 x 10, 6½ x 8½ and 5 x 7 plates.

The Price.....\$130.00
Discount to the trade, 32%.

Undesirable

It is undesirable that your letter head or other printed matter should contain the slightest inaccuracy and it is for that reason we draw your attention to the use of the terms "Agent for Kodaks" or "Kodak Agent," which we occasionally see on a dealer's stationery. The relationship implied by the word is not that which exists between the merchants who sell our goods and ourselves and it is therefore inaccurate for any one to style himself as above.

Flash Sheets Off the Market

On account of the difficulty of obtaining supplies we are compelled to announce that we are unable to accept any further orders for Flash Sheets in any size. We are not in a position to say when we shall be able to resume supplying them, but when that time comes due notice will be given to our customers through the medium of the *Trade Circular*.

"Kodakery"

increases the number of "repeats" from each new customer. See that your assistants fill out the subscription forms.



Kodak is the Angler's Ally

because it frees his stories from any suspicion of being "fishy," pictures furnishing indisputable confirmation of the landing of the big fellows that jealous rivals may otherwise question.

We have a complete stock from which to make your choice and the cases with shoulder straps make them easy to carry.

JOHN DOE & SON

Price Changes

Squeegees

Velvet Rubber, 4½ inch.....	\$.40
Velvet Rubber, 6 inch, Special...	.60
Velvet Rubber, 8 inch, Special...	.70
Trade Discount, 25%.	

Cameras

Premoeette Jr. No. 1A, with Meniscus Achromatic Lens and Kodak Ball Bearing Shutter..	\$ 8.00
Do., with Planatograph Lens...	10.00
Do., with Kodak Anastigmat f.7.7 Lens	16.00
Trade Discount, 32%.	

View Cameras

R. O. C. View—

5 x 7	\$22.50
6½ x 8½.....	25.00
8 x 10	27.50

No. 1 Eastman View—

5 x 7	\$32.50
6½ x 8½.....	35.00
8 x 10	38.00

No. 2 Eastman View—

5 x 7	\$45.00
6½ x 8½.....	48.00
8 x 10	50.00
7 x 11	55.00

Empire State View—

11 x 14.....	\$70.00
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Bromide Post Cards

1 dozen	\$.20
½ gross	.95
1 gross	1.70
500 sheet package.....	4.40

Trade Discount unchanged—25%.

Autographic or N. C. Film?

War economy and the ever increasing popularity of the autographic feature, make it imperative that discretion be used in ordering and selling Autographic film.

It is evident that many of the millions of users of non-autographic Kodaks and Brownies are using Autographic instead of N. C. Film, for the demands for Autographic film have gone beyond our sanguine expectations. If this condition is allowed to exist, there is danger of a shortage of autographic film this summer. But this danger can be entirely and easily overcome, by your co-operation and that of your clerks, through your customers.

This is important to you and your customers as well as to us.

The Autographic feature in the film is of no use to the man who hasn't an autographic camera. Sell him the old style N. C. film and help conserve the supply of autographic film for those who want it, and can use it. If your clerks will simply sell the non-autographic film for non-autographic cameras, we will have no trouble whatever in filling all orders.

You can help the situation in this way:

Cut down on your orders for Autographic film and make an equivalent increase in your orders for Kodak N. C. Film.

Instruct your clerks to ask every customer buying film: Do you use an Autographic Camera? If he says no, insist on selling him N. C. Film.

Make this a patriotic duty—for in reality it is—and you will be helping to save an embarrassing situation.

Tozol—the Dependable Developer

You can use and recommend it with absolute confidence.

\$3,000.00 in Cash

The 1918 Kodak Advertising Competition is open for pictures suitable as illustrations in Kodak advertising.

We want pictures of the right kind to use in our magazine advertising—pictures that will make people enthusiastic over Kodaking; that will impress them with the pleasure of photography; that will convince them of the fact that Kodak took the bother out of picture-making long ago. In short, we want pictures that will help sell Kodaks.

The right kind of an advertising picture stops the eye, arouses the interest and supplemented by the text, drives home the story.

Such pictures are worth real money—the prize awards of the 1918 Advertising Competition make fourteen of them worth three thousand dollars.

Are your customers, or somebody else's customers going to get a share of this money?

A feature of the contest is its division into two classes: Class A is open to recognized professional photographers, including commercial and newspaper photographers, in short all persons depending upon the use of the camera for a livelihood. In this class all prints submitted must be 5 x 7 or larger. The prizes totaling \$2,000.00 are divided as follows: First, \$600.00; second, \$400.00 and the next five, \$200.00 each.

Class B is open to all amateurs and the prints submitted in this class must be from negatives 4 x 5, or 3¼ x 5½, or smaller. The larger sizes will be given preference.

In this class the prizes total \$1,000.00 as follows: First,

\$300.00; second, \$200.00 and five of \$100.00 each.

Outside of the prize pictures, we buy a number of pictures of merit—and we pay good prices for them.

We are ready now to supply circulars giving the full details of the competition. How many can you use?

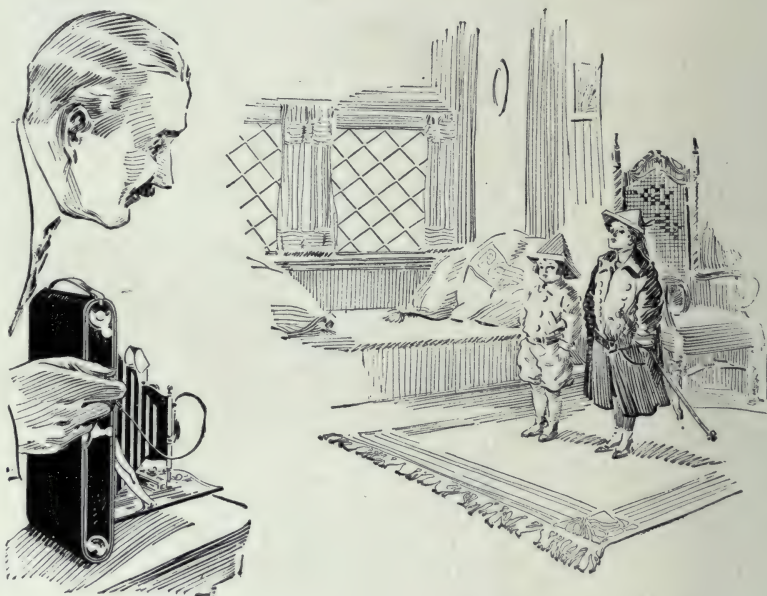
In Case of Trouble

Where a customer is not successful in the use of any of our sensitized goods, the course for you to follow is to advise him to write us, direct, stating the facts as they exist and sending unexposed samples of the supposedly defective material with samples of the results he has obtained. This procedure will, on the one hand, let you out and, on the other, enable us to handle the matter with full, first-hand knowledge. We want to see every user of our products getting satisfactory results and when we have the actual goods on which trouble was found we are in a position to correct any fault in manipulation, and thus put the user on the road to success. All our customers are familiar with our policy of making replacement free of charge, of any of our goods that are found at fault through defect in manufacture.

Dental Film Developing Hanger

The Hanger consists of a rod, on which are clips to hold 10 Dental Films, that may be suspended over the side of the Developing Tank, and easily hung up for drying.

Price, each\$1.50
Discount, 25%.



Kodak as they grow

Let your Kodak keep the autographic picture record of the children as they grow. The dates will make the story complete.

RICHARD ROE & COMPANY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 1

TORONTO, CANADA

May, 1918

The 1918 Catalogues

The Canadian public is helping to win the war by keeping up the morale of its sons, with *Kodak pictures from home*.

Amateur photography was never so popular as it is at the present time, and that means, you just can't help doing business this year.

Every May first, with the announcement of our new catalogue, we have had some new feature, or some new camera to offer. This year we have the No. 3A Autographic Kodak Junior. When we first introduced the Junior line, it was with the idea of further popularizing amateur photography, by the marketing of highly efficient cameras at a low price. The 3A now makes the Junior line complete.

Of course, the V. P. Kodak with R. R. lens, which was announced last December, is included in the catalogue.

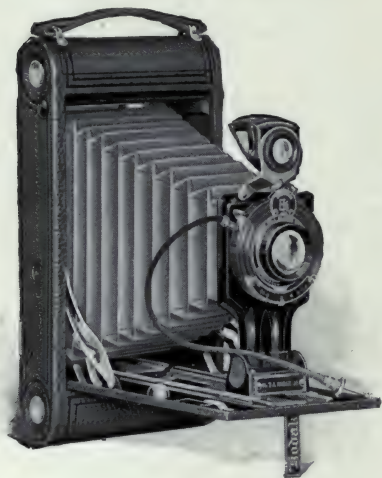
Of course there will be new things in sundries, albums and the like. The catalogue (it is unusually attractive), of which you will receive an advance copy shortly, will tell you all about them.

Catalogue distribution in quantities will begin to follow soon after, and there will be the full quota of advertising helps ready for you as the year advances. Back of all this, will be the steady undercurrent of our magazine advertising and all this is bound to make business good.

Correction

On page 3 of our last (April) number it was stated that case lots of Sulphite and of Carbonate of Soda consisted of 48 1-lb. cans. In reality, the case lot is 24 1-lb. cans. Please make a note of this correction.

No. 3A Autographic Kodak Junior



Here is a new camera, which is designed to meet the requirements of those who prefer the simplicity of the Junior line, in the 3A size. It has the same general characteristics as the other Juniors; the same relatively thin, compact form; the same reliable equipment. Like the 2C, is supplied only as a focusing camera.

The No. 3A Kodak Junior makes pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches—the most popular of amateur sizes—which is adaptable to almost any composition, whether in the vertical or horizontal position. It loads with Autographic Film Cartridges of ten, six and two exposures, and, of course, has the autographic feature so that the dates and titles may be written on the films at the time of exposure.

The camera is regularly supplied with meniscus achromatic lens, but, if preferred, may be had with either Rapid Rectilinear, or Kodak Anastigmat, *f.7.7* lens, the latter

a lens of our own manufacture which has given excellent results.

The shutter used is the No. 2 Kodak Ball Bearing with both finger and cable release working automatically, at speeds of $\frac{1}{25}$, $\frac{1}{50}$ and $\frac{1}{100}$ of a second, also for "bulb" and time exposures.

The camera is carefully constructed throughout, the back and bed are of aluminum, covered with fine seal grain leather, the bellows of black leather and metal parts in nickel and black enamel. The finder is large and of the collapsible, reversible type.

We hope to have this camera ready by July 1st.

DETAILS

For rectangular pictures, $3\frac{1}{4} \times 5\frac{1}{2}$ inches. Capacity, ten exposures without reloading. Size of Kodak, $1\frac{1}{8} \times 5\frac{1}{8} \times 9\frac{3}{4}$ inches. Weight, 35 ounces. Lenses, meniscus achromatic, Rapid Rectilinear, focus $6\frac{5}{8}$ inches, or, if desired, the Kodak Anastigmat, *f. 7.7* lens $6\frac{1}{8}$ inch focus. Shutter, Kodak Ball Bearing No. 2, with cable release. Automatic focusing lock. Two tripod sockets. Brilliant, collapsible, reversible finder. Black leather bellows. Covering, seal grain leather.

PRICE

No. 3A Autographic Kodak Junior, with meniscus achromatic lens and Kodak Ball Bearing shutter - - - - -	\$17.50
Ditto, with Rapid Rectilinear lens - - - - -	20.00
Ditto, with Kodak Anastigmat lens, <i>f. 7.7</i> - - - - -	26.00
Black Sole Leather Carrying Case, with strap - - - - -	3.50

Regular Discounts apply.

The Brownies

The only new Brownie to go in the catalogue this year is the No. 2C, which came out last season too late for cataloguing. This camera had a tremendous sale in spite of

this handicap and it is bound to have another big year.

There are no changes in the other Brownies listed, except in the prices which were announced in the November, 1917, and March, 1918, *Kodak Trade Circular*.

Anastigmat

Equipment

Since the introduction of our Kodak Anastigmat *f.7.7* lens, something like five years ago, the camera-using public has come to a full realization of the value of anastigmat lenses in amateur photography.

These lenses have improved photographic quality and their popularity came as a matter of course. Not only has this demonstration of anastigmat qualities increased the demands for *f.7.7* lenses, but for other anastigmats as well.

Owing to existing conditions, we are at present in the embarrassing position of being unable to fill orders for the cameras with lens equipments listed below. Back-orders have been cancelled and no new orders can be accepted. As soon as we can resume supplying these models, our customers will be notified through this *Circular*.

Vest Pocket Autographic Kodak with B. & L. Kodak Anastigmat Lens.

No. 1A Autographic Kodak Jr. with *f.7.7* Lens.

No. 2C Autographic Kodak Jr. with *f.7.7* Lens.

No. 3 Autographic Kodak with *f.7.7* Lens.

No. 3A Autographic Kodak Jr. with *f.7.7* Lens.

No. 1 Autographic Kodak Special with Series Ic Tessar Lens.

Kodak Enlarging Outfit.

No. 1A Premoette Sr. with *f.7.7* lens.

Premo No. 12 with *f.7.7* Lens.

Premo No. 12 with Series Ic Tessar Lens.

Cooke Anastigmats, including the Cooke-Kodak, are also unobtainable and are not listed in the 1918 Catalogue.

Directions for Using Eastman Films, to be Supplied in Pads

A very large percentage of the people using Eastman N. C., and Autographic Film and Premo Film Packs, send their films to a finishing department to be developed. Such people are not interested, of course, in the direction sheets which have been wrapped around the film cartridges, since all the information they require about loading and unloading their cameras, is contained in the Manuals. Consequently these direction sheets have been thrown away and have failed to serve any valuable purpose after the user of the film has read the first one.

Believing it to be our duty, at this time, to eliminate the wasting of any materials, we have decided to discontinue the packing of directions for using Eastman Films and Premo Film Packs in the cartons and instead supply the dealers, as they may require them, with these direction sheets made up in pads to be used for emergency distribution only to customers who may have mislaid or lost their manuals, which always accompany Kodak, Brownie and Premo cameras and Kodak Film Tanks.

Just as soon as this plan can be put into operation each dealer will

receive a supply of these direction sheets in pad form and additional pads will be furnished at any time on request.

Of course, it will be impossible to put the plan into operation all at once, but the elimination of these directions from the various size film cartons will be accomplished just as fast as the necessary arrangements can be made and it is expected that in about a month, the pad system will be in full operation.

Lens and Shutter Repairs

The Bausch & Lomb Optical Company have informed us that hereafter they will be unable to repair lenses or shutters of their manufacture, since such work interferes with government work.

Our Repair Department, however, will undertake the repair of B. & L. shutters (except certain old models), but is not in a position to repair or remount lenses of their manufacture.

Fitting the Autographic Feature to Former Models of Nos. 1A and 3A Graflex

This work involves returning the camera to the factory of manufacture, and, therefore, it cannot very well be done in a few days, but every effort will be used to expedite the work.

For fitting to No. 1A Graflex - \$ 8.00
For fitting to No. 3A Graflex - 10.00

Trade Discount, 32%.

Revolving Back Cycle Graphic with B. & L. Kodak Anastigmat Lens f. 6.3, and Volute Shutter

4 x 5	5 x 7	6½ x 8½
Lens No. 3	Lens No. 5	Lens No. 6
\$94.80	\$122.80	\$145.70

Trade Discount, 32%.

Graflex Focusing Panels

2¼ x 3¼	\$2.00	4 x 5	\$2.75
3¼ x 4¼	2.25	5 x 7	3.75
3¼ x 5½	2.75		

Trade Discount, 25%.

Price Changes

Eastman Etching Knife	- - \$ 1.50
Wratten Copy-board Chart	- .15 each

Above are Net prices.

Orange and Ruby Fabrics

Price, per yard, each - - - \$.75

Trade Discount, 25%.

Focus Cloth

Price, per yard of 36 inch width - \$1.10

Trade Discount, 25%.

The Eastman Scale

The constantly rising cost of materials necessitates an advance of the list price.

The price - - - - - \$5.50

Trade Discount—singly—33⅓%.

Trade Discount in lots of 1 dozen, 40%.

Metal Tripods

No change in the price of No. 400, but we are forced to advance prices on other numbers, as below:

No. 0	- - - - -	\$3.75
No. 1	- - - - -	5.50
No. 1C	- - - - -	5.00

Trade Discount, 25%.

Citric Acid

1 oz. bottle - - - - -	\$.23
$\frac{1}{4}$ lb. bottle - - - - -	.70
$\frac{1}{2}$ lb. bottle - - - - -	1.20
1 lb. bottle - - - - -	2.25

Trade Discount, 25%.



Let your camera perpetuate the good times you have this summer working on the farm.

Opportunities for good pictures are always at hand, and films, papers and all other supplies can be had promptly from this store.

*Good Finishing
Promptly Done.*

SMITH'S DRUG STORE

Single Column No. 331B.
Double Column No. 331A.

For Finishing Orders

With the enormous increase in amateur photography, thousands and thousands of film rolls and film packs are being sent through the mails for finishing.

A high percentage of this increase is from the soldier boys, and so these films are of unusual value and interest, and every precaution should be exercised to see that the films reach the finishing departments in first-class order, and that the developed films and prints make the return journey in an equally good condition.

Quite a number of dealers supply their customers with special mailing envelopes or wrappers for the purpose of forwarding exposed film for finishing, and likewise make use of a special container for mail delivery of the finished work.

This is a splendid idea, and one well worth carrying out by every dealer doing amateur finishing, not only because it is good advertising for the dealer, but also because it creates a feeling of good will in the customer through its protection of his interests.

It is obviously necessary that such mailing containers, or wrappers, be sufficiently sturdy to allow the contents to reach destination in first-class condition, protected from injury by exposure to light, damage by stamp-cancelling machines, or rough handling in transit.

We do not know of the best method for this purpose, but we would be very pleased to hear from dealers as to their experience in this matter; to receive samples of containers that have proved satisfactory, and then to pass the information along for the benefit of us all.

A Message from the Front

In his article, "Pictures Burned Into My Memory," in the April *American Magazine*, Charles W. Whitehair, with the Y. M. C. A. overseas, says:

Photographs and Letters Which the Boys Carry Into Battle

"THERE are two things the soldiers *always* carry with them: photographs of the 'home folks' and letters from the 'home folks.' The pictures, often with a small Testament, are always in that breast pocket over the heart. I think they sometimes are put there as a kind of charm to ward off bullets. Anyway, that's where they always are. And the look in a man's face when he shows you the picture of his mother, his wife, his children, and you say—as you always do—that they are very beautiful, will bring tears to your own eyes.

"And those packages of letters. They carry them around for months and read them over and over until the creases are so worn the sheets will hardly hold together."

For months we have kept this message, of letters from home ringing in the ears of millions of readers of the national magazines:

"Give cheer to the boys in camp and on shipboard, by sending them pictures from home. There are likely to be some tedious, homesick days and a little cheer-up in the way of photographs of the home folks and the home doings will do them a lot of good. It is monotony, not bullets, that our soldier boys dread. The nation has a big job on its hands. It's only a little part,



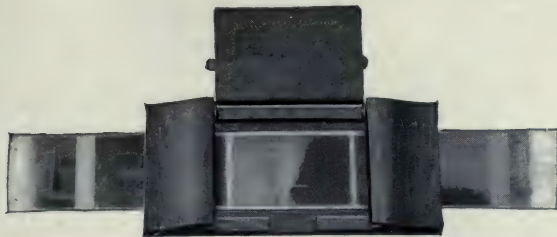
All out-doors
invites your
KODAK

Richard Roe & Co.

Single Col. Cut 157B.
Double Col. Cut 157A.

perhaps, but a genuine part of the job, to keep up the cheerfulness of camp life, to keep tight the bonds between camp and home."

Get back of the movement with real action—talk to your customers and your friends—advertise the fact. You will be doing a patriotic duty and at the same time, it will help your business.



Kodak Serial Printing Frame No 2.

New Printing Frame for V.P. Negatives

The Kodak Serial Printing Frame No. 2 will be found a great convenience for printing from Vest Pocket ($1\frac{5}{8} \times 2\frac{1}{2}$) negatives. After development, the film is left in a continuous strip (without cutting), and the frame is so designed as to permit the film to slide easily through the frame from exposure to exposure. The film and paper are firmly held during printing, by a tension spring. With no other type of frame can printing be handled so rapidly.

There is no doubt that this frame will be a popular one and you will want a stock of them to meet the demand.

PRICE

Kodak Serial Printing Frame,
No. 2, for V. P. Negatives - \$0.65

Discount, 25%.

X-Ray Goods

Your attention is invited to the booklet on X-Ray materials sent you herewith, in which are listed Seed X-Ray Plates, Dental X-Ray Films, as well as chemicals and sundry goods that are generally useful for this line of work

There are many Doctors who are not yet users of plates on a large scale, but Radiology or Roentgenology is being used on an ever increasing scale in the practice of medicine and surgery, so it will be worth your while to keep track of all the local Doctors who have machines, with a view to supplying their present wants as well as the greater requirements of the future.

Obviously a booklet like this is not for general counter distribution, and dealers will please ask only for the quantity they can use to advantage.

Discontinued

The manufacture of the *Eastman Studio Dark Room Lamp* with electric fittings has been discontinued and we can fill no further orders for this Lamp.

Kodak Magnesium Ribbon Holders—Our stock of these Ribbon Holders is exhausted, and we are unable to obtain further supply, so no more orders can be accepted.

Azo Double Post Cards

Dozen	$\frac{1}{2}$ Gross	Gross	500
\$0.40	\$1.90	\$3.40	\$8.80



Let your Kodak keep
the written, as well as
the pictorial, record.

*Write it on the film
at the time.*

Richard Roe & Co.

Single Col. Cut 158B.
Double Col. Cut 158A.

Save Your Tinfoil

Some months ago, an energetic California woman conceived the idea of collecting tinfoil, which she sold to the smelters, using the proceeds for charitable purposes. The idea found its way into the Red Cross and resulted in the establishment of the Salvage Department of the Red Cross of Los Angeles.

This has now become a national proposition, and all over the country, cities have established Red Cross Salvage Departments, whose duty it is to collect articles of almost any description, which have heretofore been consigned to the junk heap, and selling them. This has resulted in about \$200,000.00 being saved monthly, and the money is used for the benefit of our soldier and sailor boys.

By urging your customers to save the tinfoil from every package of films and film packs; the tin cans and bottles which have always found their way into the ash cans, you will be doing your country a service; the boys who represent it—a service, and finally replenish the gradually decreasing supply of these commodities.

In one city alone, in eight weeks, nine thousand pounds of tinfoil were salvaged.

Get behind the idea and push.

1918 Albums

The 1918 Album line is the best we have ever offered. There are two new ones, The Kodak and The Nile, each being a leader in its class.

The Album we once listed as The Kodak is not in it with the new Kodak Album listed in the 1918 Catalogue. The cover is one-piece style of black, narrow-grained cowhide. Leaves are held in place by means of a black silk cord through cover and metal tubes. Very flexible—edges in Oxford Bible style.

The Nile is a handsome Album, covered with the best grade of imitation leather, duo-tinted in alligator-skin pattern. "Photographs" is stamped in gold foil on the cover.

The Tiber, Trojan, Frontenac,

Hercules, Forum and Apollo styles are retained, as well as the Week-End, Artist's and Snapshot styles. Souvenir Post Card Albums have been discontinued.

With this amplified and well assorted line you should have no difficulty in meeting satisfactorily the genuine demand that exists for albums. We say "genuine" demand because there was never another time when there were more pictures worthy of being kept in the permanent security of an album.



Kodak

Loose leaf, closed back, cover one piece cow hide, leather lined, fifty black leaves..

No.	Size of leaf	Price Each	Price Extra Leaves Pkg. of 12
A	4 3/4 x 7	\$3.75	\$.15
B	7 x 11	5.50	.18

Frontenac

Choice of covers—Green, Black or Wine.

A	50 black leaves	5 x 7.....	\$1.90
B	50 black leaves	7 x 10.....	2.75
C	50 black leaves	11 x 14.....	5.00

Hercules

Loose leaf, close rounded back, furnished with blended grey leather cover, fifty black leaves.

No.	Size of leaf	Price Each	Price Extra Leaves Pkg. of 12
GA	5 x 8	\$3.75	\$.18
GB	7 x 11	4.75	.25
GC	10 x 12	6.50	.50
GD	9 x 14	7.25	.60

Nile

Loose leaf, grain imitation alligator skin, fifty black leaves.

No.	Size of leaf	Price Each	Price Extra Leaves Pkg. of 12
A	5 x 8	\$1.60	\$.15
B	7 x 11	2.00	.18

Tiber

A very flexible loose-leaf album, with imitation leather covering and fifty black leaves.

A	5 x 8.....	\$1.25
Pkg. 12 ext. leaves.....		.18
B	7 x 11.....	1.75
Pkg. 12 ext. leaves.....		.25
C	10 x 12.....	2.40
Pkg. 12 ext. leaves.....		.35
D	9 x 14.....	2.75
Pkg. 12 ext. leaves.....		.50

Trojan

Loose leaf, rounded back, embossed leather, bronze finish, fifty black leaves.

No.	Size of leaf	Price Each	Price Extra Leaves Pkg. of 12
BA	5 x 8	\$3.25	\$.18
BB	7 x 11	4.25	.25
BC	10 x 12	6.00	.50
BD	11 x 14	7.25	.60

Forum

Solid bound style, square back, book cloth cover, black or seal brown leaves.

No.	Size of leaf	Color	Price Each
A	5 1/2 x 7	25 black leaves	\$.70
B	7 x 10	25 " "	.90
C	10 x 7	25 " "	.90
D	11 x 14	25 " "	2.15
E	5 1/2 x 7	50 " "	.90
F	7 x 10	50 " "	1.30
G	10 x 7	50 " "	1.30
H	11 x 14	50 " "	2.55
N	5 1/2 x 7	25 sepia leaves	.70
O	7 x 10	25 " "	.90
P	10 x 7	25 " "	.90
R	11 x 14	25 " "	2.15

Apollo

Solid bound, rounded back, black watered-silk cloth cover.

No.	Size of leaf	Color—Black	Price Each
CA	5 x 8	25 leaves	\$1.00
CB	7 x 11	25 " "	1.25
CC	10 x 12	25 " "	2.25
CD	9 x 14	25 " "	2.35
CE	5 x 8	50 " "	1.25
CF	7 x 11	50 " "	1.60
CG	10 x 12	50 " "	2.50
CH	9 x 14	50 " "	2.75

"Week-End" Album

Made on the loose-leaf plan, covers of sheepskin finished on the outside in craftsman style, of a brownish olive hue, with the under side unfinished.

No. 1—12 black leaves, 3 x 4½ in.	\$0.35
Extra leaves, per dozen.....	.08
No. 2—12 black leaves, 5 x 6 in....	.50
Extra leaves, per dozen.....	.12

Artist's Album

Loose leaf system; silk lacing.

No. 1, black leaves; No. 2, white leaves; No. 3, Sepia leaves, 5½ x 7	\$0.35
Extra leaves, package of 5.....	.12
No. 4, black leaves; No. 5, white leaves; No. 6, Sepia leaves, 7 x 10	.50
Extra leaves, package of 5.....	.15
Trade discounts unchanged.	

On the Farm

This summer there will be a huge number of city dwellers on the farms and most of them will take their Kodaks with them. The pictures of farm life they will make will require a considerable volume of film and other supplies, so Kodak dealers in rural communities will benefit from the presence on the farms of the farmerettes and men temporarily turned farmers. It will be profitable to let these colonies of city folk know that you can supply promptly all they will need for their cameras.

This direct business will not end the benefit your Kodak dept. will receive. Indirectly, the use of cameras on the farm and the making of so many pictures will react on the true farm folk and influence them toward making pictures for themselves. This influence can be increased and made to result in sales by the careful use of "Kodak

On the Farm." You can have any reasonable quantity of the Farm Booklets with your imprint—the sooner you get them the better.

For Week Ends and Holidays

Once again we want to remind our Ontario and Quebec customers that the best policy in ordering goods during the summer months is so to time the sending of the order that it will reach us in the first days of the week.

There always is a heavy rush of orders for goods to meet the week-end trade and when they are all piled into the last two or three days, inevitably some dealers are disappointed in not receiving the goods urgently needed for Saturday's business.

Despite every measure taken to ensure prompt shipment of staple goods, it must be borne in mind that the difficulty of getting competent help is always present and unforeseeable delays may arise in shipping your order.

Public holidays also are good days for Kodak business, and it will pay to anticipate your needs for these special occasions by seeing to it that your stock is up at least a week ahead of the particular holiday. Telephone and telegraph orders are given the promptest possible attention, but, of course, conditions may prevent the prompt filling of such orders.

Please remember that we close all year around at 12 o'clock noon on Saturdays.



*Simple Kodak Pictures
of the Folks at Home*

make the boys overseas more cheery
and letters with such pictures are
especially welcome.

Let us show you how easy it is to
make pictures by the Kodak way.

JOHN DOE & SON



*Their Soldier
is "over there."*

Put the spirit of good cheer into
your soldier letters—Kodak pic-
tures from home will help.

RICHARD ROE & COMPANY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 2

TORONTO, CANADA

June, 1918

OUR HONOUR ROLL

Since August, 1914, 135 of our men have joined the Colours.

"If We Can't Get What We Like, Let Us Like What We Can Get."

In the place where we take our daily sustenance—morning and evening—there's a card hung which bears this legend:—"If we can't get what we like, let us like what we can get." Maybe the Food Controller is supplying this "soother," and really the patrons seem to take it in good part, for none of them is failing in flesh because of the food regulations.

That motto is a good one to bear in mind on the question of cameras. The exigencies of the War have rendered impossible or uncertain the securing of Anastigmat and R. R. Lenses, but the same conditions do not exist in regard to Single Lenses. If R. R. and Anastigmat Lenses are not available, let us like the Single Lens equipments and push them

with all the energy that's in us. The fellows who are guiding their food supply by that motto are not noticeably suffering, nor should your business suffer, for the people who want cameras will buy what you can offer, unless you throw up the sponge and give them to understand that you will not be a party to their buying any camera not fitted with an R. R. or Anastigmat Lenses.

Premos

The 1918 Catalogue is on the press and a sample copy will be mailed you shortly, to be followed closely by distribution in quantity.

The Premo Booklet—abridged Premo catalogue—is also under

way. Please bear in mind that these booklets or abridged catalogues are supplied only on request, whereas the larger catalogues are furnished in quantity without your asking for them. Let us have your requisition for Premo Booklets at once.

This is going to be a big Premo year.

The above statement has no flavor of originality, because we have said it before, but it is even better than being original because it is true.

The 1918 Premo line is splendidly balanced; the new Pocket Premo makes the line complete. See detailed description on page 3.

Perhaps we had better qualify this last statement, because it will be a few weeks yet before we can fill orders for this instrument.

There is but little use in our taking up a lot of space and searching the dictionary for new adjectives to tell you about Premos, because you know all about them.

Premo and Premo Film Pack sales are away ahead of 1917, and the best of the year is yet to come.

With but few exceptions we have been, and will be in position to ship all orders promptly, and we will do everything in our power to help you make this your biggest Premo year.

Price Changes

No. 10 Premo

With Planatograph Lens and B. B. Shutter, Carrying Case and Plate Holder . . .	\$95.00
With B. & L. Kodak Anastigmat Lens and Optimo Shutter . . .	140.00
With B. & L. Protar Lens Series VIIa, f.7, and Optimo Shutter . . .	175.00
Trade Discount unchanged—32%.	

The Photonote

(D. W. Azo E Stock).

Per Dozen	\$.20
2 Dozen	.35
½ Gross	.95
1 Gross	1.70
500 Sheet Pkg.	4.40

Trade Discount unchanged—25%.

Charge for special imprinting the same as for special imprinting on Post Cards.

Kodak Leather Dressing

16 oz. Can	\$.75
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Trade Discount—25%.

Kodapod

Each	\$2.00
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Trade Discount—25%.

Hypo-Granular

In barrels of 350 lbs.—Per lb. 4¾c. net.

Alternative for Acetic Acid Fixing Baths for Papers

The following is recommended as an alternative for the Hypo-Acetic Acid Fixing Bath for development papers.

Water, ...	64 ounces
Hypo, ...	16 ounces

when dissolved, add the following solution:

Water, ...	5 ounces
Chrome Alum, ...	100 grains

(Either Potassium Chrome or Ammonium Chrome.)

Sodium Bisulphite, . . 1 ounce

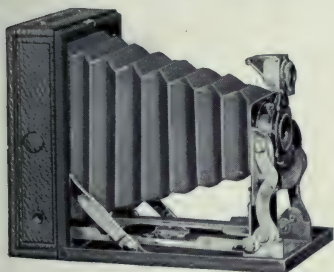
Quickly but thoroughly rinse prints in fresh water, immediately after developing and before placing them in the fixing solution. Fix for about ten minutes, during which time move the prints about and separate them so each one will receive uniform action of the solution.

This made up solution keeps well and a bath of the proportions named

in above formula should fix equally as many prints as can be fixed in the same amount of the regular Hypo-Acid bath.

Exhaustion of the Chrome Alum bath will be noticed when prints lose a certain leathery feeling and appear slimy to the touch.

Pocket Premo



This attractive little camera is entirely new in construction and embodies extreme compactness and simplicity of loading and operating.

No focusing or estimating of distances is required. The front standard, bearing the lens and shutter, automatically unfolds and is extended and locked rigidly in focusing position when the bed of the camera is drawn down. The Pocket Premo may be brought into action very quickly, and for that reason unusual and interesting pictures may be secured that would be lost if adjustment of focus were necessary.

The camera is closed by pressing the two side arms and raising the bed, which causes the bellows and entire front to compactly refold within the camera body.

This little camera makes $2\frac{1}{4} \times 3\frac{1}{4}$ pictures upon Premo Film Packs, and when closed, it has about the same dimensions as two $2\frac{1}{4} \times 3\frac{1}{4}$ Film Packs.

Maximum compactness in the construction of this model is obtained by means of the collapsible back, which may be quickly extended to receive the Premo Film Pack, containing 12 exposures. After the Pack has been placed in position in the camera, the safety cover protecting the first exposure, is drawn.

The Meniscus Achromatic Lens fitted to the camera is carefully tested and adjusted, and will produce negatives of excellent quality, from which enlargements many times the size of the contact print may easily be made.

The smooth working Kodak Ball Bearing Shutter supplied provides for speeds of $\frac{1}{25}$ and $\frac{1}{50}$ of a second, as well as time and bulb exposures.

The Pocket Premo is covered with a fine quality of grain leather, and all metal parts are finished in nickel.

SPECIFICATIONS

Capacity: 12 exposures without reloading. Size of picture: $2\frac{1}{4} \times 3\frac{1}{4}$. Dimensions: $1\frac{1}{4} \times 3\frac{1}{4} \times 4\frac{1}{8}$. Weight: 18 ozs. Shutter: Kodak Ball Bearing. Lens: Meniscus Achromatic. Finder: Collapsible. Tripod Sockets: two.

PRICES

Pocket Premo with Meniscus	$2\frac{1}{4} \times 3\frac{1}{4}$
Achromatic Lens and Kodak	
Ball Bearing Shutter	\$8.50
Carrying Case to hold camera	
and Premo Film Pack	1.20

Regular Discounts apply.

Booklets

We are ready, right now, for your orders for the Kodak and Premo Booklets. They are on the press at this writing.

Don't wait for us to send them to you. *They are sent only on request* and we would like to anticipate your requirements as soon as possible.

The Old Reliable

It is safe to say that the Velox Book has done more to familiarize amateur photographers with the fascinating process of print making than has any other booklet.

The first issue is almost lost in history—at least the history of Developing-Out Papers, because Velox is the original paper of this kind. Of course, the booklet has been constantly revised so that it may always be worthy of the respect of its readers as an authority on print making. Simple, direct instructions are given over the whole field of printing and a most useful feature of the book is that it sets forth in detail the causes for, and how to overcome, a wide range of printing troubles. For example, the “freaks” that are rather difficult to explain to the casual customer who has experienced them, are dealt with in detail and even illustrated. The reader necessarily is convinced that “freaks” are not due to fault in manufacture.

We know of no better method of fostering your Velox business than consistent use of this booklet as a manual of instructions and a reference book for the amateur. Every one of its pages contains information of direct usefulness to the amateur printer, and when he sees in type an explanation of the difficulties he has met, he takes more pains to overcome them than he may possibly take if the correction of his methods comes from an individual whom he may regard as anxious to avoid meeting a claim.

You can have, merely for the asking, any reasonable number of these Velox manuals. Your trade

will benefit materially from the use of the booklet by your customers as well as from a thorough understanding of its contents on the part of your new assistants, of whom you surely have some, like every other merchant in these days.

Eastman Dental Film Tank

(See illustration on opposite page.)

The Eastman Dental Film Tank is a modification of the Kodak Film Tank, offering the same assurance of perfectly developed film and so simple to operate that any Dentist's assistant can get the maximum results from its use. The Tank itself is the same as the Kodak Film Tank, though smaller, but instead of the apron, eight metal tubes or cylinders are used and each of these holds two Dental X-Ray Films.

It is not recommended that the tank be used for fixing purposes, but in order that the films may be quickly and easily removed for fixing, the tubes are cut in at both ends.

These little tanks are so small and compact, so simple to operate and convenient, that they are an indispensable part of the equipment of the men doing Dental X-Ray work. If there are any dentists or roentgenologists in your territory doing this class of work, show them the new tank and be sure to have sufficient stock to cover their needs.

PRICE

Eastman Dental Film Tank, including 8 tubes	\$2.50
Extra set of 8 tubes	1.25

Discount 32%.



Ship Via—?

We shall be greatly obliged if all our customers will make a special point of specifying on every order exactly how they wish the goods shipped—by freight—by express—or by parcel post.

When an order does not carry definite shipping directions it has to be referred to the chief shipper and, of course, that order thereby is deviated from the straight route, and suffers a measure of delay. Another consideration is that the judgment we exercise as to the shipment of an order, which lacks definite instructions on this point, may not entirely commend itself to our customer, though when he omits to give instructions other than "rush" he can't fairly criticize us for shipping by the best route in our judgment.

Good Prints Command Good Prices and Hold Customers

A man who makes several trips a year among the larger towns and cities of the Dominion was good

enough to give us his experience in getting developing and printing done. He uses a 3A Autographic Kodak and is constantly making pictures to illustrate his reports to the head office of the Company for which he works.

First of all, he says he has found a vast improvement in the quality of the developing and of the printing, as it is done to-day, over what used to be the case as recently as five years ago. The dealers and amateur finishers, he says, seem, on the whole, to have appreciated that the average amateur is well enough posted to recognize a good print when he sees it, but there is still far too much finishing done for which some person should be punished on the ground of taking money without rendering any adequate return.

He feels that too many finishers are trying to excel one another in the production of so-called "snappy" prints, which are little better than the contrastiest of contrasty line drawings. In fact, he often wondered if they were photographic finishers or artists in whitewash and lamp-black, so unutterably hard

were the prints that were offered in exchange for good money.

We took him up on this point, and while he admitted that the number of his so-called "artists" was not large, he maintained that they were not by any means justifying their existence as finishers when they attempted to sell prints that were practically extreme black against extreme white; half-tone gradation being absolutely left out of consideration.

This gentleman feels that a dealer who permits such work to be offered for sale is doing his best to discourage his customers. If he does this kind of work in his own place he would be better off by quitting unless he wants to ruin his finishing business. And as for accepting such work from a finisher for resale, he fails to comprehend how the dealer can possibly submit to the gradual ruination of his trade by another party who is clearly putting it over, and making money out of the dealer he is hoodwinking into accepting these "snappy" prints, which sometimes, he says, have a third tone, apart from extreme black and white, given to them by stains.

Granted that the amateur wants "clear," brilliant, snappy prints, he declines to admit that he or any other amateur taker of pictures should be asked to pay for prints that show not a trace of the most part of the detail in the negative. What he wants is a good print—one that faithfully reproduces what's in the negative combined with clearness or brilliance, and he positively objects to paying for stains.

This question of quality in amateur finishing is of supreme importance to every dealer because the

print is the final test of the amateur's satisfaction with his camera. If he is permitted to pay good money for pictures that he knows are not reasonably near to being as good as can be made from the particular negatives, then he takes it that you don't know a good print yourself and are either victimizing him directly or are yourself the victim of your finisher. In neither case is he going to continue with you and he soon, very soon, gives up using his camera, a disgusted and discouraged man, who is no asset to your business.

You should use every precaution to guard against any customer becoming a knocker for your Photographic Dept. on this score, for a knock is not a boost when there are tangible things like fierce prints as the basis for the knock.

Though every finisher now has his hands full, he should never allow the quality of his work to suffer. Customers who accept poor prints now, will remember it against you and act accordingly as soon as they can help themselves. Get a good price for your work and don't commit your fortune, without any reservation, to a needless race against time, wherein to make the timetable the work is allowed to suffer in quality.

Display Matter

We have been unfortunate in being held up in the turning out of the Display Signs, Cards and other store helps for our dealers. Despite every precaution, delays arose, from transportation and other difficulties. We are hoping to have this material on its way to you in a couple of weeks at the outside.



*All outdoors
invites your*

KODAK

RICHARD ROE & CO.

Kodaks and Supplies
1201 Tripod Ave.

Street Car Card No. 782



*Take a
KODAK
with you*

RICHARD ROE & CO.

Kodaks and Supplies
1201 Tripod Ave.

Street Car Card No. 784

Street Car Cards

The attractive street car cards illustrated above are available to the first dealer who applies from a town or city which has street car service for, clearly, we can't consistently supply street car signs for use elsewhere than in street cars. They are far too expensive for fence-tacking or other promiscuous

uses. Please don't ask for street car signs if there is no car service available in which to use them.

The cards are of standard size, got up in colors and good bold type so as to be of genuine usefulness.

The same card will not be supplied to more than one dealer from the same town or city. Order by number.



Kodak Pictures

are keeping the home
story of the war in
countless homes.

RICHARD ROE & COMPANY

KODAKS AND KODAK SUPPLIES

1201 TRIPOD AVENUE

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 3

TORONTO, CANADA

July, 1918

Move the Slow Ones

Now is a good time to look over your stock of cameras and Kodak supplies and see what you have that should be disposed of first. This is the time when Kodaks are most in demand and if you have, among your stock, some old cameras, or old supplies, tell your clerks to make a special effort to dispose of such goods. There's no denying the fact that scarcity of raw materials has caused a scarcity in goods of every description and this should stimulate your customers' buying anxiety. Instead of demanding a certain model, he will welcome your suggestions. This gives you the

opportunity to do some house-cleaning before the close of the busiest months leaves you with a stock which will be a year older, next year.

Don't interpret an insistent demand as indicating that you must over-order on new goods, while your shelves contain salable goods which are getting more out-of-date with every day that passes. Move the old goods first and if they need repairing or putting in more presentable shape and you cannot do it satisfactorily yourself, send them to us, outlining fully, by letter, your desires and attaching a tag to each article, with your store name and address plainly written.

Lens Juggling

No clerk would purposely put a customer's Kodak out of commission, but there is no better way of shattering the hopes and ambitions of an enthusiastic young amateur, than by spoiling his pictures through the transposition of lenses.

We have said this many times before, but in the hope that someone who is permitting this thing to go on, may read this article, and for the sake of Kodak results, let us repeat: *"Don't let your clerks or any alleged expert, transpose the lenses from one camera to another."*

Six cameras came to the repair department in one day, with lenses changed about.

Every lens that goes into our cameras, is an individual and has to be so treated. It is carefully focused when fitted to the camera with which it is to be used, as even lenses of exactly the same description vary slightly in focus.

Orders For N. C. and Autographic Film

Many of the users of Non-Autographic Kodaks and Brownies are evidently buying Autographic, instead of N. C. Film for their cameras. And in order to safeguard ourselves against a possible shortage for the busy season, we are obliged to accept dealer orders for film only on the basis of 50% N. C. and 50% Autographic, or in other words, an equal amount of each.

In the April *Trade Circular* we called attention to the necessity of supplying N. C. Film to customers, wherever possible.

Get Your Customers Interested

How is the 1918 Kodak Advertising Competition getting on, so far as your customers are concerned? Have you let them know that they have an opportunity to get a share of the \$3,000 in cash, offered for prize pictures?

We want pictures which will help to sell Kodaks; pictures which will impress the readers of our advertisements with the pleasures of photography, the kind to make people enthusiastic over Kodaking.

A big man once wrote: "One picture is worth a million words, if it's the right picture." The purpose of this offer is to get pictures that are right.

A Misapprehension

To clear up a misapprehension that cropped up on a few occasions, we thought it proper to point out that we can not possibly guarantee that the motors in the Majestic Print Dryers will last indefinitely, despite all sorts of use. The motors in question are purchased by us from a reputable electrical manufacturer, who does not guarantee to us that the motor will last indefinitely, consequently we can't give any such guarantee to purchasers. We know that the motor works all right when we ship the Dryer because every motor is carefully tested in running.

Potassium Bromide

1 oz. Can.....	\$.34
¼ lb. Can.....	1.00
½ lb. Can.....	1.85
1 lb. Can.....	3.50

Trade Discount, 25%.

Do You Read Them?

You couldn't be induced to tear up a \$100 bill—to absolutely destroy it without getting a cent's worth in return for its value.

That's too absurd for consideration. And yet the man who fails to read this little publication through, every issue, from cover to cover; who throws it into the waste basket, or puts it aside without reading it, is in the same class as the man who will tear up a \$100 bill. He is losing money, neglecting his business and passing, whatever he has gained of prestige, to his competitor up the street.

The *Kodak Trade Circular* is the official mouthpiece of the Kodak factories and is published exclusively in the interests of the dealer. Our salesmen cannot, of course, see every dealer personally just as soon as a new article is ready to market. And so, in the majority of cases, the *Kodak Trade Circular* is the first salesman to announce new goods, changes in goods, changes in prices, and to give information which is vital in keeping that business up to the minute.

Stagnation is the one result that must follow lack of attention to the new things—the new ideas that are setting the pace in the photographic realm.

To be absolutely fair to yourself and your business—yes, and to your clerks as well—you should read every number of the *Kodak Trade Circular* and file them in the binders for reference, giving such information as they require to those under you.

Oaks grow from acorns—

Kodak oaks grow from Brownie
acorns;

Therefore, keep planting them.

Alternative for Hypo-Acetic Acid Fixing Baths for Films

The following is recommended as an alternative for Hypo-Acetic Acid Fixing Bath for the deep tank fixing of Eastman Film:

Hypo-Solution

Water, ...	128 ozs.
Hypo, ...	21 lbs.

Thoroughly dissolve the Hypo in the water, then add the following hardening solution. Stir the Hypo solution briskly while adding the hardener.

Hardening Solution

Water, ...	128 ozs.
Sodium Bisulphite, ...	2 lbs.
Chrome Alum, ...	½ lb.

After this hardening solution has been added and is well mixed with the Hypo solution, add enough more water to make ten (10) wine gallons of fixing solution.

This fixing bath is ready to use as soon as prepared.

It keeps well and its fixing qualities fully equal those of the old standard Hypo-Acetic Acid fixing solution.

Lantern Slide Blocks for Kodak Enlarging Outfit

We are prepared to supply blocks which attach to the easel of the Kodak Enlarging Outfit so that lantern slides may be made from any part of the enlarged image thrown on the easel.

These blocks will be found a convenient adjunct to the Kodak Enlarging Outfit.

Price

Lantern Slide Blocks, each . . .	\$1.00
Discount, 33⅓%.	

New Size X-Ray Developing Powder

There has been a considerable demand for Eastman X-Ray Developing Powders in a smaller size which would be suitable for making 6 ounces of solution instead of 12 ounces to a powder.

We are now prepared to supply Eastman X-Ray Developing Powders No. 1 which may be used for the developing of Dental Films, as well as complying with the smaller demands for a developer for plates and films in regular X-Ray work.

If anyone in your vicinity is doing this class of work you should have a supply of these powders on hand. Let them know that this is a new size and will prove economical, where small quantities are to be developed at a time.

Price

Eastman X-Ray Developing Powder No. 1: Package of 6 powders, each powder sufficient for 6 ozs. of solution, .. \$.50
Discount, 33⅓%.

No. 1 Developer Powders for Dental Film Tank

The Eastman Dental Film Tank announced last month is designed to take the No. 1 Eastman X-Ray Developer Powder. (6 oz. size.)

The direction sheets accompanying the first tanks which were sent out to the trade, referred to the 12 oz. size as the right powder to use. The directions are now being corrected to read No. 1 (6 oz. size), as this quantity is just sufficient to cover the films thoroughly, and if the earlier instructions are contained with any of the tanks

you have in stock, be sure to make it clear to your customers that the smaller size is the one to use.

"Pictures from Home"

Our 1918 Kodak booklet, for your mailing list, could just as well have been named the "Pictures from Home" booklet, as one glance at the page opposite will prove to you.

The cheering up of the Canadian boys overseas by means of pictures from home has not been done on the same systematic basis as has been done in Great Britain and Australia—and is now being done in the U. S.—but there's good scope for the efforts of individuals in this direction.

The booklet whose cover subject is shown opposite will carry the suggestion with telling force and no particular skill in letter writing will be needed to put convincing sincerity in a letter that goes with this picture. One thing you should avoid is cheap, sloppy sentiment in such a letter. The boys want the pictures and the home folks are willing to send them, if they know how they are to be got—that is the meat of the matter and there's no room for any word pictures of Jack's exaltation with high resolve at seeing a picture of the old dog sunning himself on the porch, etc. Such things are better left by you to the imagination of Jack's people or to poets.

Any reasonable number of these Kodak booklets, also of the Premo booklet, will be furnished for the asking and without charge to dealers who will make proper use of them.



Cover of the Kodak Booklet—the "Pictures from Home" Booklet.

Discontinued

Eastman Studio Dark Room Lamp

Stock is exhausted and no further supply is available, its manufacture having been discontinued. Please do not confound this lamp with the Kodak Safelight Lamp or the Brownie Safelight Lamp, both of which are still available, as are the No. 2 Kodak Dark Room Lamp and the Kodak Candle Lamp.

3A Autographic Kodak with Kodak Auto Shutter

Our stock is gone and there being no further supply of these shutters available, we shall be unable to fill orders.

Price Changes

Orange and Ruby Fabric, per yard \$1.00
Trade Discount, 25%.

Nepera Waxing Solution, per 4 oz. bottle, .30
Trade Discount, 25%.

Eastman Transparent Back Swivel Printing frames—

8 x 8, ... \$9.50
10 x 10, ... 11.00
Trade Discount, 25%.

Ferrotypes Plates, 18 x 24, heavy . \$1.40
Trade Discount, 25%.

Amateur Delivery Envelopes—

	Per 100	Per 1,000
No. 1, ...	\$.80	\$ 7.00
No. 2, ...	.90	8.00
No. 3, ...	1.10	10.00

These are net prices, covering envelopes without any printing at all.

For imprinting on plain envelopes "Copy" supplied by the dealer, net, additional charges are as follows:

In lots of 5,000, . \$1.50 per thousand
In lots of 10,000, . 1.25 per thousand

For envelopes ready imprinted with the standard matter plus dealer's name and address, net prices are:

	Lots of 1000	Lots of 2000	Lots of 3000
No. 1 per 1,000	\$10.00	\$ 9.50	\$ 9.00
No. 2 per 1,000	11.00	10.50	10.00
No. 3 per 1,000	12.50	12.00	11.50

Eastman Hard Rubber Stirring Rods, each, ... \$.30
Trade Discount, 33⅓%—No quantity discount.

Hypo (Granular). Per 1 lb. Carton, ... \$.12

Trade Discount, 25% straight.

10% Bromide Powders. Per carton of 4 powders, ... \$.20

Trade Discount, 40%.

Eastman View Cameras, with Case and one Plate Holder—

	5 x 7	6½ x 8½	8 x 10	7 x 11
No. 1 .	\$35.00	\$38.00	\$41.00	
No. 2 .	48.00	50.00	55.00	\$60.00

New Goods

No. 8 (28%) Acetic Acid—

½ lb. Bottle, ...	\$.25
1 lb. Bottle, ...	.40
5 lb. Bottle, ...	1.80

Trade Discount, 33⅓%.

Glacial Acetic Acid—

1 oz. Bottle, ...	\$.23
1 lb. Bottle, ...	1.25
5 lb. Bottle, ...	5.50

Trade Discount, 33⅓%.

New Size in Cirkut Film

There has been a demand for 8 in. x 5 ft. rolls of Cirkut Film for Nos. 10 and 16 Cirkut Cameras and we are now prepared to supply this regularly.

Price

Cirkut Film, white label 8" x 5 ft.
per roll \$1.60
Discount, 25 and 10%.



The Day of His Going

Let your Kodak Album keep the home story of the war. To-day that story means history, and more than ever it is important that it be authentic history—that every negative bear a date.

Let Kodak keep the dates.

RICHARD ROE & COMPANY.

“Kodakery” Sells Goods.

The editors of “Kodakery” and the contributors to this little magazine are men who not only know photography, but who know how to write about it, understandingly. It is, first of all, helpful and interesting.

But aside from all the actual help it gives to its readers, by way of instruction, “Kodakery” helps to sell them the goods you handle.

Your assistants can use “Kodakery” to advantage in making sales, and after a sale is made, “Kodakery” keeps right on working for one year, creating the desire for the materials with which to make better and better pictures.

Get the name on the dotted line.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 4

TORONTO, CANADA

August, 1918

Somewhere within these pages.

Somewhere within these pages there is something you ought to know about—something that demands your attention. It may be the change in a price, the announcement of new goods or changes in goods; it may be the dealer advertisements which we prepare especially for your use each month. But whatever it is, you should know about it. The *Kodak Trade Circular* applies directly to you. It contains only official information such as might be written in a personal letter from the Sales Manager or the Advertising Manager.

During the past fourteen years of its publication, it has done its bit in helping to build up a lucrative business for hundreds of Kodak dealers.

Read it from cover to cover.

Cameras We Can Supply

In recent numbers we have mentioned certain cameras of which we have no supply available to fill our dealers' orders. Now we are going the other way around and show below as accurate a list as is possible of the leading Kodaks, Brownies and Premos of which we have a stock worth mentioning. This list will assuredly be welcomed by our customers, but it is proper to point out that we can't guarantee that the cameras will be available when you get around to ordering—so, please, order at once, if you want any of the models listed.

The 1918 demand for cameras has been the best we have known and some of our customers may feel that, had we bestirred ourselves, we could have avoided the shortage of cameras. Of course, the assumption in such cases is that the retailer is the only person to suffer by the loss of a sale, but the fact remains that the Kodak Company loses not only the immediate sale but also the consumption of film, paper, etc., that the camera, if sold, would have created. The shortage directly is to be attributed to the superior importance of war demand over the requirements of ordinary business.

Of cameras not mentioned below, there are some models of which we have none to ship, while of others there are small lots, not sufficient to warrant listing them herein. We may or may not be able to obtain within a short time lenses with which to equip some of these cameras and increase the supply available, but we shall let you know regularly through this *Circular* what is available in reasonable quantities.

We are leaving no stone unturned in trying to secure adequate supplies of cameras and we urge our customers to let no opportunity go by for making sales of cameras. If the R. R. lens equipment is not available, make the most of the Single Lens equipments. They use up film just as well as the cameras that you can't obtain.

Kodaks and Brownies

Vest Pocket Autographic Kodaks with Single lens and with Kodak Anastigmat f.7.7 lens.

Nos. 1, 1A, 2C and 3A Kodak Jrs. with Single lens.

No. 1A Autographic Kodak with Kodak Anastigmat f.7.7 lens.

Nos. 3 and 3A Autographic Kodaks—uncertain—no stock at present.

Special Kodaks—No. 1 with B. & L. Kodak Anastigmat f.6.3 lens. On all other Specials there is uncertainty because of uncertainty in lens supply.

Box Brownies—All models are available.

Folding Autographic Brownies—Nos. 2 and 2A—with Single lens.

Folding Autographic Brownies—Nos. 2C and 3A—with Single and R. R. equipments.

Premos

Box Form Cartridge Premos—all sizes.

Folding Cartridge Premos, No. 2A with R. R. lens.

Premo Jrs.—All sizes.

Premoette Jr.—With Kodak Anastigmat f.7.7 lens.

Premoette Sr.—2½ x 4¼ and 3¼ x 4¼ with R. R. lens.

N.B.—V. P. K. and 1A Autographic Kodaks are popular models, which are available with the Kodak Anastigmat f.7.7 lens.

ANASTIGMAT LENS EQUIPMENT

ADVANCE IN PRICE

The War demands for lens glass have been so great that it is utterly impossible for the manufacturers of anastigmat lenses to obtain glass in sufficient quantities to meet the immediate requirements of the camera using public. Quite naturally the price of unground lens glass has advanced and the increased cost of the lenses has made it necessary for us to pass this advance on to the consumer.

Consequently the prices of Kodaks and cameras fitted with the lenses listed below, will be as follows:

PRICES

Vest Pocket Autographic Kodak <i>Special</i> with B. & L. Kodak Anastigmat lens, <i>f.6.9</i>	\$ 30.50
No. 1 Autographic Kodak <i>Special</i> with B. & L. Kodak Anastigmat lens, <i>f.6.3</i> (No. 1)	57.00
Do., with B. & L. Special Anastigmat lens, <i>f.6.3</i>	45.00
Do., with B. & L. Tessar Series IIb lens, <i>f.6.3</i> (No. 3)	70.00
Do., with B. & L. Tessar Series Ic lens, <i>f.4.5</i> (No. 12)	72.00
No. 1A Autographic Kodak <i>Special</i> with B. & L. Kodak Anastigmat lens, <i>f.6.3</i> (No. 2)	63.00
Do., with B. & L. Tessar Series IIb lens, <i>f.6.3</i> (No. 4)	76.00
No. 3 Autographic Kodak <i>Special</i> with B. & L. Kodak Anastigmat lens, <i>f.6.3</i> (No. 2)	63.00
Do., with B. & L. Tessar Series IIb lens, <i>f.6.3</i> (No. 4)	76.00
No. 3A Autographic Kodak <i>Special</i> with B. & L. Kodak Anastigmat lens, <i>f.6.3</i> (No. 4)	81.00
Do., with B. & L. Tessar Series IIb lens, <i>f.6.3</i> (No. 5K)	98.50
Premo No. 12 with B. & L. Kodak Anastigmat lens, <i>f.6.3</i> (No. 1) and Optimo Shutter	55.50
Do., with B. & L. Special Anastigmat lens, <i>f.6.3</i>	43.00
Do., with B. & L. Tessar Series IIb lens, <i>f.6.3</i> (No. 2A) and Compound Shutter	46.00
Do., with B. & L. Tessar Series IIb lens, <i>f.6.3</i> (No. 3)	67.50
Do., with B. & L. Tessar Series Ic lens, <i>f.4.5</i> (No. 12)	69.50
Premo No. 9 with B. & L. Kodak Anastigmat lens, <i>f.6.3</i> (No. 3) 4 x 5	75.00
Do., (No. 4 lens) 3¼ x 5½	78.25
Do., (No. 5 lens) 5 x 7	102.50
Premo No. 10 with B. & L. Kodak Anastigmat, <i>f.6.3</i> (No. 5)	148.00
Do., with B. & L. Protar Series VIIa lens (No. 8)	190.00
No. 1 Premoette Jr. Special with B. & L. Kodak Anastigmat lens, <i>f.6.3</i> (No. 1)	43.50
No. 1A Premoette Jr. Special with B. & L. Kodak Anastigmat lens, <i>f.6.3</i> (No. 2)	48.50

Discount 32⁶/₁₀%.

LENSES:

B. & L. Kodak Anastigmat,
 B. & L. Tessar Series Ic.,
 B. & L. Tessar Series IIb,
 B. & L. Protar Series VIIa,
 B. & L. Extreme Wide Angle Series V,
 and all other B. & L. Anastigmat lenses—No change in list prices.

Discount 20%.

Revolving Back Cycle Graphic Cameras without Lenses or Shutters

4	x 5		\$53.00
5	x 7		63.00
6½	x 8½		77.00
8	x 10		102.00

Graflex and Graphic Cameras

Graflex and Graphic Cameras, when furnished with Bausch & Lomb Anastigmat Lenses, will be billed separately from the lenses:—i.e., the lens and the camera will be billed as separate items at the current list prices, each subject to its particular discount. On Graflex and Graphic cameras the trade discount is 32 per cent. On Bausch & Lomb Anastigmat Lenses the trade discount is 20 per cent.

When Graflex and Graphic Cameras are furnished with Kodak Anastigmat lenses, the billing will be on the same plan as in the past—list price of camera equipped with lens, as listed in catalogue, less 32 per cent.

Cabinet (4¼ x 6½) Plates

The list price of this size—i.e., 90 cents per dozen—is out of line with the list prices of other sizes and an equalization has been effected by raising the list price of cabinet plates to \$1.00 per dozen. Discounts are unaffected. Royal Plates of this size—S. E. R., Process and Polychrome—will now be billed at 90 cents per dozen net on orders for not less than thirteen dozen and at 96 cents per dozen on orders for less than thirteen dozen.

Chemical Prices Eastman Permanent Crystal Pyro

1 oz. bottle		\$.55
¼ lb. bottle		1.75
½ lb. bottle		3.30
1 lb. bottle		6.40

Trade Discount 33⅓%—40% in lots of 100 ozs. or more, assorted.

Sundry Price Changes

DE LUXE HAND BAG for V. P. K. (Suede calfskin).....	\$2.50
Trade Discount 30%.....	

EASTMAN TIMER.....	\$4.00
Trade Discount 25%.....	

FILM CLIPS.

Eastman (nickel plated) 3½", per pair		\$.40
Eastman (nickel plated) 5", per pair		.45
Eastman Dental, per doz.....	1.25	
Kodak Jr. No. 1, each.....	.20	
Kodak Jr. No. 2, each.....	.40	
Kodak (Wooden), 5", per pair	.20	
Trade Discount 25%.....		

No quantity discounts or special figures on unboxed clips.

F. O. B. Toronto

Every dealer knows that our quotations are f. o. b. Toronto and that when we deliver a shipment to the transportation company, getting their receipt for the correct number of pieces in good order, our responsibility is at an end. We cannot be held as undertaking safe delivery of shipments, nor can we be held responsible for loss incurred by the dealer through goods in transit being burned, pilfered, damaged or lost.

Shipments by Express, of whatever value, are made in strict accordance with directions—that is to say, if a dealer does not direct us

to declare the value of the shipment made to him, it is not declared. Where we are so directed, the value is declared, entailing an additional charge.

In the absence of specific instructions to declare, we don't feel that we have any authority to put the dealer to this extra expense. Another point to be noted is that clearly value can't be declared until the invoice is made out, so that declaration of value entails delay in shipment as well as an additional transportation expense.

Price Changes

4¾ x 6½ Graflex Magazine	
Plate Holder, to fit 5 x 7	
Graflex Camera	\$20.00
Trade Discount 30%.	
Eastman Hard Rubber Stirring	
Rod, each	\$.35
Trade Discount 33⅓%.	
No quantity discount.	

Mounts

Vista

No.	For Prints	Per 50.	Per doz.
381	5 x 7	\$2.15	\$.60
382	6½ x 8½	2.70	.75
383	8 x 10	3.25	.90

Remington

No.	For Prints	Per 50.	Per doz.
391	5 x 7	\$3.00	\$.85
392	6½ x 8½	4.00	1.15
393	8 x 10	4.75	1.35
394	6 x 10	4.75	1.35

Woodmere

No.	For Prints	Per 50.	Per doz.
401	5 x 7	\$3.00	\$.85
402	6½ x 8½	4.00	1.15
403	8 x 10	4.75	1.35

Inslip

	For Prints	Per doz.	Per 100.
"A" ...	3¼ x 5½	\$.85	\$5.75
"B" ...	4¼ x 6½	.90	6.00
"C" ...	5 x 7	.90	6.00
"D" ...	6½ x 8½	1.20	8.25
"E" ...	6 x 10	1.20	8.25
"F" ...	8 x 10	1.50	10.50
"K" ...	5 x 8½	.90	6.25
"M" ...	7 x 11	1.75	12.00

	For Prints	Per ½ dz.	Per 100.
"G" ...	10 x 12	\$1.20	\$15.00
"H" ...	8 x 14	1.20	15.00
"J" ...	11 x 14	1.65	20.50
"L" ...	7 x 12	1.20	14.75

Drumount

	For Prints	Per doz.	Per 100.
"A" ...	3¼ x 5½	\$.50	\$3.25
"B" ...	4¼ x 6½	.50	3.25
"C" ...	5 x 7	.50	3.40
"D" ...	6½ x 8½	.65	4.40
"E" ...	6 x 10	.65	4.40
	For Prints	Per doz.	Per 100.
"F" ...	8 x 10	\$.85	\$5.75
"K" ...	5 x 8½	.55	3.65
"M" ...	7 x 11	1.10	7.90
	For Prints	Per ½ dz.	Per 100.
"G" ...	10 x 12	\$.70	\$8.50
"H" ...	8 x 14	.70	8.50
"J" ...	11 x 14	.90	11.50
"L" ...	7 x 12	.60	7.50

Discount 25%.

Prizes for Pictures

In every picture that is made, there is a story. It may be the story of a vacation trip, or perhaps the story of a child at play. In any event the picture represents something worth while remembering—something that has a very definite value to the one who made it.

The 1918 Kodak Advertising Contest which closes October 20th offers prizes totaling \$2,000.00 in Class A and \$1,000.00 in Class B.

We want pictures of the right kind to use in our magazine advertising—pictures that will make people enthusiastic over Kodaking; that will impress them with the pleasure of photography; that will convince them of the fact that Kodak took the bother out of picture-making long ago. In short we want pictures that will sell Kodaks.

Get your customers interested.



Calendar Mounts

So well did the Meridian Calendar Mounts take with our customers last year that we are offering the same design this year. No—we are not repeating because we wish to work off the failure of last season

but because on no other design have we received so many favorable comments from our customers.

Nothing else fits the case so well as a calendar when one is puzzled to decide just what shall be the inexpensive souvenir he or she wishes to send to certain acquaintances and

friends and with the tremendous increase in amateur photography of recent years, Calendars have firmly established themselves as necessary items in the Kodak dealers' stock for the Holiday trade. Offered in two colours, gray and buff, the Meridian is made on the slip-in plan. As the illustration shows, no one can pass adverse comment on the appearance of the mount, for it is designed in excellent taste, is neatly made and of good quality board.

Ready for shipment October 1st. Please order early so as to help us in gauging the demand on which to base our production.

Prices

Horizontal and Vertical—Gray and Buff Colors.

	For Prints	Per 100
V. P. K.	1½ x 2½	\$11.00
No. 1	2¼ x 3¼	11.50
No. 1A	2½ x 4¼	12.00
No. 2C	2½ x 4¾	13.00
No. 3	3¼ x 4¼	12.50
No. 3A	3¼ x 5½	14.00

Trade Discount 40%.

Packed 25 to a box, orders accepted for any quantity.

1919 Calendar Pads, Buff and White, per hundred..... \$1.00
Trade Discount 25%.

Quality versus Speed

September comes next with a raft of finishing to be done for the returned vacationists. Your Finishing Department this summer has had to contend with an unbroken series of handicaps, chief of which is the difficulty of obtaining help. Is it wise to try to carry on, these days, under identically the same conditions as in the past, when you were not so much hampered in do-

ing the work? Should you tell your customers that you can't deliver the finished results as quickly as before, or should you deliver inferior work?

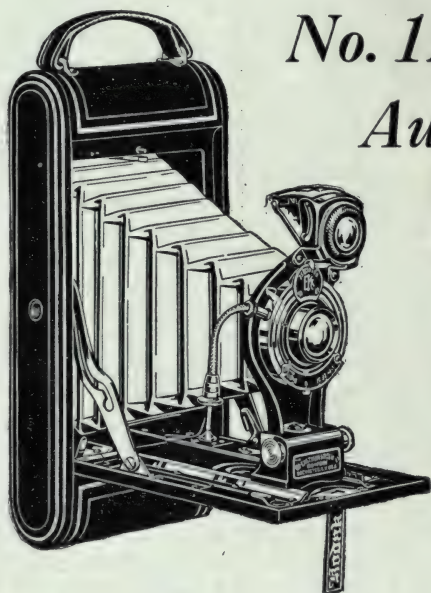
A certain finisher a month or so ago had it brought to his notice that his prints were not up to *his* standard. Stained prints were almost as common in his daily deliveries as they had formerly been rare. Hardly six prints out of a dozen had received the same depth of printing or time of development. His work was erratic and he determined to tell his customers that the combination of increased work and a smaller staff made it necessary for him to take more time. He has been as consistently busy as it was healthy to be and his customers have remarked on the return to "quality" prints instead of the slap-bang results he was giving them.

After all, the great thing the amateur wants is good results and that's the same thing you want to give him, because only in that way will he be induced to keep on making pictures for you to finish. Most amateurs are reasonable and will appreciate that good results can't be obtained if they ask you to rush the work along at the old speed with fewer people to do it.

Tozol for Amateur Finishing

In using Tozol for the amateur finishing of Velox and Azo, be sure to add 2 ounces more of C. K. Co. Carbonate of Soda than formula on bottle calls for, and dilute about 1 to 3.

For portrait work with Artura or Azo use according to the formula on the bottle.



No. 1A

Autographic

Kodak

*with Kodak Ball
Bearing Shutter
and Kodak Anas-
tigmat Lens f.7.7.*

Price \$24.50

Here is a thin, compact Kodak for $2\frac{1}{2} \times 4\frac{1}{4}$ pictures, which affords every advantage the most exacting amateur could desire. It is the latest thing in efficient operation, having a back of special design and an improved focusing lock which make it particularly easy to load and to focus. The lens and shutter have no superior in the quality of pictures made and, in this size, there's no better camera—at a moderate price.

RICHARD ROE & SON.

10 TOZOL ROAD

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 5.

TORONTO, CANADA

September, 1918

The Chance of Chances

We have been wondering how many dealers paid any attention to the article "Move the Slow Ones" on the front page of our July, 1918, number. The burden of that appeal was that in these days and in the circumstances prevailing *all stock is good stock*.

The last number showed you what cameras were available for reasonably prompt shipment, as does this number on pages 6 and 7, and it does not need much shrewdness to perceive that the scarcity of current models of cameras necessarily enhances the value of others that may be of older design or shopworn or for some reason or another can't be classed as new stock. The thing to do is to use every fair means to dispose of those cameras that have been slow in moving, and there's no need for price reductions because the current models have advanced in price, so that where a price re-

duction may have been indicated to make a slow one move in normal times, to-day the price, compared to new stock, may fairly be taken as the list price or thereabouts of the article you wish to clear.

A little Kodak Leather Dressing will give a fresh appearance and quick-moving to all such instruments. Especially where dealers have made a practice of renting cameras, should they seize the opportunity to sell the "renters" at a profit. There always will be chances to secure renters, but the same chance one now has to sell all sorts of cameras may not present itself again for a long time.

Waste

One hears so much these days about large-scale economy that he is prone to overlook wasteful practices in minor matters of business.

A certain customer during a recent month favored us with orders amounting to \$100.00 net, that amount being the total of six separate and distinct orders, every one of which called for practically the same items.

You can waste money and lose business by keeping inadequate stock quite as well as by overstocking and not making the quick turn.

The customer in question wasted money in unnecessary transportation charges, for 75% of those orders—film—could just as easily have been secured in a single order. Remember—understocking is as uneconomical as overstocking. Your study is to stock just right so you neither waste money in unnecessary expense nor lose sales, yet turn the stock quickly.

3A Film, Both Auto-graphic and Non-Autographic

Kodak Film No. A-122 for the 3A size has numbers on both edges of the red paper so that the film can be used in either an Auto-graphic or Non-Autographic Kodak. The numbers on the right side are for the old style Non-Autographic models and the ones on the left edge are for Auto-graphic cameras. This is necessary because the windows are located in different places.

The hand on the right side, pointing to the first number, is lower down than the one on the left and as a result we have had stocks returned to us by dealers who thought they had Non-Autographic film. As a matter of fact

all film No. A-122 may be used in either style camera.

Save Empty Kodak Film Reels

In view of the enormous demand on the steel output and the restrictions the government has put on its use, you can render a patriotic service which will be worth your while, as well, by saving all empty Kodak Film reels.

It is a simple matter for you to provide your finishing department with a barrel for the exclusive purpose of keeping empty reels and when a barrel or two have been collected, let us know and we will arrange for their disposition. *Be sure to keep reels dry and free from rust.*

Thank you.

Advance in Prices of Carry Cases

Leather Case, velvet-lined, with lock and key, for No. 3A Auto-graphic Kodak Special	\$5.25
Leather Case for No. 1A Speed Kodak	4.00
Leather Case for Stereo Kodak, Model No. 1	4.50
Trade Discount 30%.	

Standard Tripod

The price of the above has been advanced to	\$3.00
Trade Discount 25%.	

Chemicals

Hydrochinon—

1 oz. can	\$.47
$\frac{1}{4}$ lb. can	1.45
$\frac{1}{2}$ lb. can	2.70
1 lb. can	5.25

Trade Discount unchanged, 33 $\frac{1}{3}$ %.

Re-Sublimed Pyro—

1 oz. can.....	\$.65
$\frac{1}{4}$ lb. can.....	2.15
$\frac{1}{2}$ lb. can.....	4.20
1 lb. can.....	8.00

Trade Discount 33 $\frac{1}{3}$ %; in lots of 100
ozs. assorted, 40%.

There is no change in the price of
Crystal Pyro.

Kodoloid Masks for Eastman Printing Frames

Masks with openings other than as
regularly listed will not be supplied
in the future.

The Eastman Scale

An advance in the price of this
most practical Scale is neces-
sary. Hereafter the list price
will be \$6.00

Trade Discount 33 $\frac{1}{3}$ %; in dozen lots,
40%.

Correction

Through an oversight, the illus-
tration of the Nos. 2 and 2A Fold-
ing Autographic Brownies, pages
31 and 32 of 1918 Kodak catalogue,
shows a Cable Release, which does
not go with the Shutter on these two
models. Please note that it is ex-
pressly stated on page 32 that "on
both cameras the Shutter is the
Kodak Ball Bearing, automatic in
action and operated by *finger* re-
lease." Dealers will please bear this
in mind should the point be brought
up by a prospective purchaser.

The 1919 Calendars

What amateur does not glow
with pardonable pride when he
sees one of his choice pictures in

a calendar? The mere suggestion
means a sale. There is no prettier
custom at the Holiday Season, than
that of supplementing the other
gifts and remembrances with the
calendar of the year, containing in-
timate home pictures. And from
the dealer's standpoint, calendars do
their bit to help promote the sales
of photographic goods and have es-
tablished themselves as necessary
items in the Kodak dealers' stock
for the Holiday trade.

Every year, a lot of dealers are
disappointed because they do not
place their orders for calendars
early enough. We are offering
them again this month to remind
you to get your orders in early, so
that you will be ready when the
calendar season opens.

*As the calendars are furnished in
either gray or buff, be sure to
specify which color is desired.*

Prices

Horizontal and Vertical—Gray and
Buff Colors.

	For Prints	Per 100
V. P. K.....	1 $\frac{1}{8}$ x 2 $\frac{1}{2}$	\$11.00
No. 1	2 $\frac{1}{4}$ x 3 $\frac{1}{4}$	11.50
No. 1A	2 $\frac{1}{2}$ x 4 $\frac{1}{4}$	12.00
No. 2C	2 $\frac{7}{8}$ x 4 $\frac{7}{8}$	13.00
No. 3	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	12.50
No. 3A	3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	14.00

Trade Discount 40%.

Packed 25 to a box, orders accepted
for any quantity.

1919 Calendar Pads, Buff and

White, per hundred..... \$1.00

Trade Discount 25%.

Quality Counts

in Amateur Finishing more, per-
haps, than in any other kind of
work, and customers who to-day
put up with inferior prints will not
forget the dealer who asked them to
accept such results.

Kodak Snapshot Frames

To us it has always appeared the proper thing that a merchant handling photographic goods should also be in a position to supply his customers with frames for the popular sizes of pictures made by the cameras he sells. The difficulty has been in securing a line of frames that would be extremely simple to use, or rather frames that would require merely the inserting of the picture. After casting about considerably, we can now offer frames that will surely meet the requirements satisfactorily.

The Kodak Snapshot Frame is made of moulding approximately half an inch in width in a quiet design, one that is absolutely free from excessive scroll work and similar decoration. The finish is a Brownish Mission, a neutral tone that will go well with sepia toned or black and white prints, an important point because it simplifies the question of keeping stock.

These frames are provided complete with glass and a backing that can be quickly fastened in place by means of tiny brads, after the print has been placed, and further with each one there is furnished a gummed hanger which may be attached in an instant, the framed picture being then ready for hanging in vertical or horizontal position.

There's nothing unsubstantial or wiggly about the Kodak Snapshot Frames for the corners are well mitred and securely joined. Because they are inexpensive, you should by no means imagine that they are cheap, flimsy trash, for they are not, and on this score they will compare more than favorably.

This new article will fit in nicely for dealers who take care of their customers' developing and printing. Look over each order of prints and, picking out the most suitable prints, show them to the owner in frames—sales will follow with surprising ease.

Remember that there's no fitting—the frames are ready to take the pictures. We have stocks on hand and can fill your orders promptly. The prices below are net, for we thought it best to leave the making of selling prices to each individual dealer.

PRICE LIST.

For Prints full size.	Price each.
$2\frac{1}{4} \times 3\frac{1}{4}$	\$0.11 net
$2\frac{1}{2} \times 4\frac{1}{4}$	.12 net
$2\frac{7}{8} \times 4\frac{7}{8}$	.13 net
$3\frac{1}{4} \times 4\frac{1}{4}$	.14 net
$3\frac{1}{4} \times 5\frac{1}{2}$	.15 net
$3\frac{1}{2} \times 5\frac{1}{2}$ (Post Cards)	.16 net

The Mission of Kodakery

Some Kodak dealers believed in the mission of *Kodakery* from the first and lost no opportunity of boosting its circulation. Rarely, if ever, does a new purchaser of a camera fail to go on the mailing list, for it is a rule of the store that the subscription forms must be filled out.

Other dealers were not enthusiastic at the start, but they simply had to warm up after having caught the magazine in the very act of making sales for them. Every dealer should make it a point of honour with himself that no camera sale should be considered complete until the subscription form is filled out. Do it before you work the all-absorbing Cash Register.

PREMOETTE JRS. Nos. 1 and 1A

with the splendid,
clear-picturing
Kodak Anastigmat
Lens *f.7.7.*

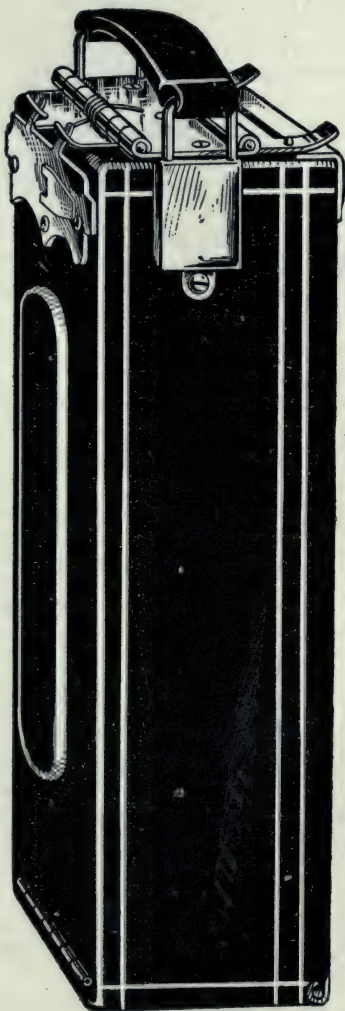
No. 1— $2\frac{1}{4} \times 3\frac{1}{4}$. . \$14.50

No. 1A— $2\frac{1}{2} \times 4\frac{1}{4}$. . 16.00

THE Premoette Junior folds into such compact form that it may be conveniently carried in the pocket, and clearly defined pictures of excellent quality may be made upon Premo Film Packs, which provide the utmost simplicity of loading, unloading and changing the exposed film.

Both models are covered with genuine grain leather, and are carefully finished in every detail.

Specifications: Premoette Jr. No. 1. Dimensions: $1\frac{1}{2} \times 3 \times 4\frac{3}{4}$ inches. Weight: 12 ozs. Finder: collapsible, reversible, brilliant. Tripod sockets: two. Premoette Jr. No. 1A. Dimensions: $1\frac{3}{4} \times 3\frac{1}{4} \times 5\frac{3}{4}$ in. Weight: 18 ozs.



RICHARD ROE
304 VELOX ARCADE

FOR YOUR ORDERING

Several of our customers have expressed their appreciation of the list given in our August number, of cameras available for current supply, and we give below a revised list showing cameras in stock and reasonably in sight. Please bear in mind, however, that there are scores of other dealers who are equally anxious to sort up their stocks in anticipation of the Holiday business, and the items you especially desire may be all gone before your order reaches us; further, we have no means of ensuring prompt arrival of material in course of transit at this writing. Accordingly, the proper course to pursue is to keep a close watch on your stock and fill it in from time to time by ordering promptly.

There's no question about the Holiday trade. Every sign points to its being as good as the "best ever" and the far-sighted dealer will even now be planning to use the more inexpensive cameras like box Brownies and Premos among the youngsters to compensate in some measure for the inability to meet satisfactorily the demand for the higher priced cameras.

The situation gives promise of easing up somewhat, but there are so many adverse factors to contend with that one can't definitely foretell what the future holds in this regard.

Notice particularly that Premoette Jrs. Nos. 1 and 1A are available with both Rapid Rectilinear and Kodak Anastigmat *f*.7.7 lenses. The Premoette Sr. model is also available in all three sizes with Rapid Rectilinear lens, as are Premos Nos. 8, 9 and 10.

Cameras Available for Reasonably Prompt Shipment

Kodaks and Brownies

Vest Pocket Autographic Kodak with meniscus achromatic lens.

Vest Pocket Autographic Kodak, *Special*, with Kodak Anastigmat lens *f*.7.7.

No. 1 Autographic Kodak Jr. (focusing model) with meniscus achromatic lens.

No. 2C Autographic Kodak Jr. with meniscus achromatic lens.

No. 3A Autographic Kodak Jr. with meniscus achromatic lens.

No. 1 Autographic Kodak, *Special*, with Kodak Anastigmat lens *f*.6.3.

No. 1 Autographic Kodak, *Special*, with B. & L. Special Anastigmat lens *f*.6.3.

No. 1 Autographic Kodak, *Special*, with B. & L. Kodak Anastigmat lens *f*.6.3.

No. 1A Autographic Kodak, *Special*, with B. & L. Kodak Anastigmat lens *f*.6.3.

No. 1A Autographic Kodak, *Special*, with B. & L. Tessar Series IIB. lens *f*.6.3.

Stereo Kodak Model 1.

Panoram Kodaks Nos. 1 and 4.

Box form Brownie Camera in all five sizes.

Folding Autographic Brownies Nos. 2 and 2A with meniscus achromatic lens.

Folding Autographic Brownies Nos. 2C and 3A with meniscus achromatic and rapid rectilinear lenses.

Premos

Box form Cartridge Premos in all three sizes.

Folding Cartridge Premos Nos. 2C and 3A with R. R. lens.

Premo Jrs. in all sizes.

Premoette Jrs. Nos. 1 and 1A, both sizes, with Planatograph or R. R. lens as well as with Kodak Anastigmat *f*.7.7 lens.

Premoette Sr. in all three sizes with R. R. lens.

Premo Nos. 8, 9 and 10 with R. R. lens.

The above list is based on goods in stock and in sight about September 20th and it should be clearly understood that we are quite unable to guarantee that every order for any of the above named models will be filled. The list is given purely as a guide to our customers in ordering.



For Larger Pictures

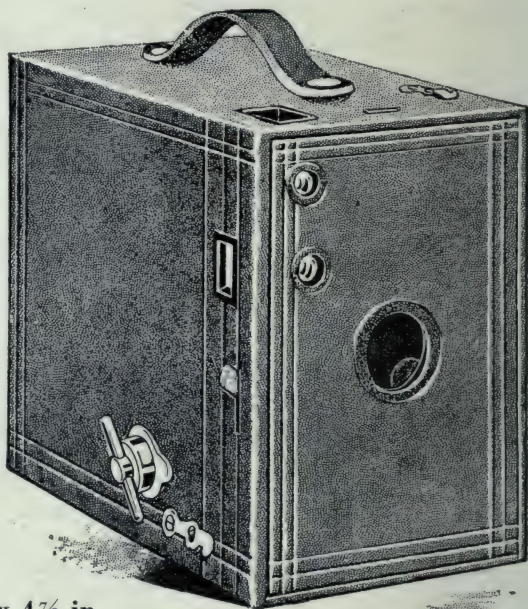
It is a keen disappointment to us that we have been unable to furnish the new Kodak Enlarging Outfit in satisfactory quantities. We had counted on this outfit to help your customers get larger pictures from their small negatives, but the impossibility of securing the R. R. lenses with which to equip this Enlarger forced us to cancel scores of orders we had received and to withdraw the new comer from the market but a few months after it had been announced. Our customers may rest assured that as soon as we possibly can we shall restore this handy business-booster, notification being given through this *Circular*.

While the much-desired Kodak Enlarging Outfit is not to be had, the efficient Brownie Enlarging Cameras still are ready to do their part in helping you increase your sales of Velox and Bromide papers in the larger sizes. They have played a splendid part in years gone by and this fall and winter they will do their good work as acceptably as ever.

The usefulness of the Brownie Enlargers was greatly increased by the introduction of that simple, sure-working device—Brownie Enlarging Camera Illuminator. Wherever electricity is available, the illuminator renders the actual making of the exposure quick and certain.

No. 2C Box Brownie

*a
dependable
camera
at
small cost
\$4.50*



for pictures $2\frac{7}{8}$ in. x $4\frac{7}{8}$ in.

This is the newest member of the pleasure-bringing tribe of Brownies and it is indeed a worthy member. No. 2C is similar in design and construction to No. 2A and works with the same readiness and ease. It makes pictures a trifle smaller than 3 x 5 inches, a fine size for for any kind of subject, but especially suitable for pictures of persons singly or in groups.

It is a pleasure to show this camera to our young friends at any time—ask us about it.

JOHN DOE & SON

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 6.

TORONTO, CANADA

October, 1918



No. 3A *Autographic* Kodak Jr.

Is available with
Single Lens and with
R.R. Lens.

This new model is described in detail on pages 14 and 15 of the 1918 Kodak Catalogue. Now is the time to sort up for the Holiday trade.

Solving the Problem of Inexperienced Help

A New Aid for the Kodak Dealer

We have tried, as far as possible, to anticipate business conditions, and to do everything in our power to facilitate the transaction of business. We realized that among other unusual problems confronting the dealer in Kodaks and supplies would be the one of securing competent and experienced help.

In many instances this has not been, and will not be possible for some time to come. Herein we saw an opportunity to help.

The average dealer, or store manager, has but little time to train inexperienced employees, and particularly so when information of a technical nature must be imparted. So we have prepared a booklet, "Selling Kodaks and Supplies," a manual couched in the simplest terms, and designed to stiffen the backbone of the inexperienced clerk so that he or she can approach customers without diffidence and wait on them with confidence and satisfaction to all concerned.

This little selling manual is just the right size to be carried in the pocket, and is so arranged with sub-headings that any of its information can be instantly referred to.

The technical information is all given in a non-technical way. It starts with a simple explanation of the camera, explains the principles and uses of the camera shutter, has a bit about lenses and explains the meaning of the term "fixed focus," and why there are different types of lenses.

There is a brief and simple explanation as to the various types of cameras; the difference between cartridge and film pack film, and how to select the right film for the customer.

Then follow a few words as to what happens after the exposure and what must be done to produce the finished picture, and then a few pointers on the chemical and paper stock.

The balance of the booklet is devoted to general selling suggestions, and pointing the way to a full knowledge of this fascinating branch of retail selling.

"Selling Kodaks and Supplies" is now ready for distribution, and we will be only too glad to send you just as many copies as you may need.

The booklets will be sent upon request only, and the edition is limited.

Clearly, no single customer will require more than two or three copies, inasmuch as the booklet is not for general distribution but for use by his assistants.

Chemicals

Hydrochinon Developer Powders, per carton of 5 tubes.... \$.35
Trade Discount 35%.

Gold Chloride and Sodium, per 15 grain bottle..... .40
Trade Discount, 10%.

10% Bromide Powders. This preparation is discontinued and no more is available.

Sundries

Eastman No. 2 Dark Room Lamp \$1.25
Trade Discount 33⅓%.

For Conservation

In this issue of the Trade Circular we explain very clearly the need for saving silver and Kodak reels, as a protection to next year's business.

Unnecessary snap-shotting should be discouraged. There is ample testimony, however, from both official and unofficial sources that cheerful letters and pictures from home help keep up the spirit of these fighting men of ours. Such letters and pictures go far in helping to maintain that high morale which is enabling them to sweep on so gloriously.

Don't let us have any shortage of material, due to waste or foolish extravagance, that can by any possibility stop the flow of pictures between our homes and our armies. Photographic materials for use in business and in science and in the hospitals, yes, by all means, photographic materials for giving us the war news, of course, but there should be no waste of such materials.

The flippant clicking of the shutter should be discouraged.

As the Belgian soldier boy put it in writing of the pictures from home: "If they only knew the pleasure they bring us. * * * All the pictures would rush towards us; even if they had to pass through the electrified wire of the frontier, or if they had to swim through Yser canal, I am sure they would come."

Let us see to it that there is no lack of the pictures from home in the host that Haig is leading for our sake. But to make sure, we must not merely advertise and ad-

vocate the sending of such pictures. We must also conserve, must stop the thoughtless "snaps."

For Your Own Protection

Conservation is not always a matter of pure patriotism. The Government is going to take, and rightly, what it needs for the prosecution of the war to a successful finish.

Take the matter of Kodak reels. It would certainly take a lot of them to build a steel transport. But the Government needs steel and as this war progresses is more than likely to need it so badly that it will be obliged to refuse us even the steel that we need for spool ends. In such case the saving of old spools becomes vital to your film business and to our film business. And remember, too, that no film business means no Kodak business and far less paper and chemical business, and no developing and printing business.

The danger of such a tie-up can be averted.

Save Your Kodak Reels

If you do not conduct your own finishing department, pass the word along to the man who does the work for you—and impress him with the necessity for his co-operation.

Start at once by providing your finishing department with a barrel for the exclusive purpose of keeping empty reels. Keep them dry and when you have collected a barrel or two, let us know and we will arrange for their disposition.

The better the condition of such business as does not interfere with

the prosecution of the war, the less we shall feel the pinch of war. Let us, therefore, while conserving for war purposes, also conserve to protect business.

Saving Kodak reels means the protection of the 1919 amateur photographic business.

Roll that barrel into your finishing department.



The Greatest Photographic Necessity Controlled by Government

YOU MUST SAVE SILVER WASTE

Allied Governments have found it necessary to so control the use of gold, silver and other precious metals that their waste or use in non-essentials will be limited and the supply conserved for such purposes as will help in winning the war.

This applies directly to every dealer, every amateur finisher and every photographer, for silver is essential in your business. All of you use silver every time you use a film, a plate or a piece of paper. And every time you throw away a scrap of paper or pour a fixing bath into the sink you are wasting.

Photography is an essential business but the silver that has been going down the waste pipes must be conserved—must find its way back into the channels of commerce.

Every photographer who is not already recovering silver waste should begin at once for both patriotic reasons and the preservation of his own business.

You have helped to conserve food, have voluntarily made sacrifices that have more or less incon-

veniented you, and you should be all the more willing to conserve this great photographic necessity.

If the supply of silver should be cut off you would soon be put out of business, for you must have sensitized materials. And since fully one-half of the silver in a plate or film or piece of paper goes into the fixing bath from which it can readily be recovered, your saving of this silver will help to prevent a further shortage and the serious curtailment of necessary photographic supplies.

Silver waste is worth almost three times what it was a few years ago, and its recovery is simple and inexpensive. If you have not found it profitable in the past, consider present conditions. Silver is worth a dollar or more an ounce. It requires about three ounces of the commercial form of sulphide of soda to precipitate an ounce of silver, sulphide of soda answering equally as well as the more expensive sulphide of potash for this purpose.

There are large photographic establishments that recover all the way from \$500 to \$1,000 a year from fixing baths, scrap paper and spoiled

prints. You can recover in proportion and should be more than willing to do so because it is necessary as well as profitable conservation.

As a dealer in photographic goods, this matter is vital to you whether or not you conduct your own finishing department. If you send your work to someone else, by all means pass the word along to the man who does it in order that he may save the silver which has heretofore been wasted.

How to Save the Silver

Pour all of your discarded hypo solutions into barrels. When a barrel is full, add about one quart of a freshly prepared, saturated solution of sulphide of soda. Stir well and allow to stand for at least twenty-four hours. At the end of this time dip out a graduate full of the solution and test it by adding a small quantity of the sulphide solution. If the solution remains clear all the silver has been precipitated. If a sediment forms, add more sulphide to the solution in the barrel.

It is important that barrels in which silver is being precipitated should be kept as far away from your work rooms as possible. The fumes from sodium sulphide will cause sensitive materials to deteriorate. Covering the barrels will help do away with the objectionable odor of the sulphide.

After all the silver has precipitated, pour off the clear solution, scrape out the sludge remaining in the bottom and place it in a sack, hanging this over the edge of the barrel until it has thoroughly drained. It should be as dry as possible before it is sent to the refiner.

To recover silver from paper waste it should be burned where

there are no draughts, as the ashes contain the silver.

Wet sludge, which has been thoroughly drained, amounting to twenty-five pounds or more, can be profitably handled by the refiners, or if thoroughly dried by heat, half this weight. It is best, however, to ship as large a quantity as possible at one time.

It sometimes isn't practical to recover silver in the finishing department or directly on their premises because other tenants object to the odor of sulphide. In such cases it is worth while to accumulate a barrel or two of old fixing solution and take it away from the work-shop for the precipitating process. If barrels are not convenient to handle, five gallon cans that have contained oil are cheap and easily handled and may be obtained from almost any garage.

You may be short of help, you may be busy and feel that it isn't worth while to save fixing solutions, even if it is worth eight or ten dollars a barrel, but—you are doing a lot of things you don't like to do and are doing them cheerfully because they have been made necessary by war. Silver must be saved—you can save it—you will save it because it is a war measure and one which in all probability will affect the life of your business.

Any reliable refinery will be glad to advise you on request as to the minimum quantities of waste they can profitably handle.



Kodakery

is without a rival at the ever-important task of producing "repeat" sales. See that the subscription blank is filled in.

"The Kodak on the Farm"

Below we reproduce an editorial from a leading farm paper, which points the way to your making a good many sales. The raising of live stock, in common with all other agricultural pursuits, has had a tremendous impetus from the demands of the War—an impetus that will be piling up its effect for years to come. This field for sales is well worth your exploiting and you have a most efficient helper in the "Kodak on the Farm" booklet.

Keep Photographic Records of the Live Stock

"Over one hundred and fifty years ago Robert Bakewell, of Dishley Grange, England, began a systematic improvement of horses, cattle, and sheep. He was really the pioneer breeder of England, and to him is much credit due for the remarkable excellence now found in the live stock of the British Isles. Others took up the work where he laid it down and adapted his methods to the tasks they had in hand. Bakewell kept more than written records of his work and results achieved. He was neither artist nor photographer, but he assembled a collection of bones and meat in pickle to show the improvement made in animals of his own breeding. Then came the painter, who too often idealized the subject he sketched, but who, nevertheless, contributed greatly to the annals of live stock history. Invention has in modern times made it possible, through the use of the camera, for the average breeder to photograph his own live stock and keep a complete record of individuality and

character along with his memoranda concerning production, color markings, etc., which may be interesting and valuable in later years. Any progressive breeder is interested in the history and development of his herds and flocks, and there is no better way of keeping in mind the characteristics of the sires used, the females which made up the breeding list, and the progeny of both, than with small photographs or snap-shots. Still more interesting is a collection of these likenesses, showing several generations of the same breeding, and making it possible to compare animals still in the herd with their progenitors which have been disposed of through sales or on account of age or sickness. A camera in the hands of some junior member of the family can be used to advantage in this regard, and after a few years the collection of prints will be cherished almost as much as the family album.

Many experiments in breeding at public institutions would have been made more valuable if photography had been practised in connection with the record-keeping. Happily experimenters are now awake to the importance of this line of work and photographic records are being kept.

Live stock photography is more than a hobby or fad. It is now a business proposition, the importance of which many breeders have grasped, and these have converted the practice into a means of conveying information and a description of what they have for sale. Many good breeders are poor salesmen and cannot reduce the enquiries received to a satisfactory percentage of actual transactions. The weakness often lies in their inaptitude

for letter-writing, and their inability to give an adequate description of the animal in question. A concise and definite statement concerning production, where such is involved, with the desired information with regard to the breeding, will usually satisfy the enquirer when a good photograph or snap-shot is enclosed. Buyers usually concern themselves about the individuality of anything they purchase, and a small print will often make a mail-order sale when otherwise the business would be lost."—*Farmer's Advocate*.

Cameras Available for Reasonably Prompt Shipment

Vest Pocket Autographic Kodak with Meniscus Achromatic lens.

Vest Pocket Autographic Kodak, *Special*, with K. A. f.7.7 lens.

No. 1 Autographic Kodak Jr. with Meniscus Achromatic lens.
(Focusing model.)

No. 1A Autographic Kodak Jr. with Meniscus Achromatic lens.
(Both focusing and fixed focus models.)

No. 2C Autographic Kodak Jr. with Meniscus Achromatic lens.

No. 3A Autographic Kodak Jr. with both Meniscus Achromatic and R. R. lenses.

No. 1 Autographic Kodak, *Special*, with B. & L. Kodak Anastigmat lens f.6.3.

No. 1A Autographic Kodak, *Special*, with B. & L. Kodak Anastigmat lens f.6.3.

No. 1A Autographic Kodak, *Special*, with B. & L. Tessar, Series IIb.

Stereo Kodak Model 1.

Panoram Kodaks Nos. 1 and 4.

Brownie Cameras (box form) in all five sizes.

Folding Autographic Brownies Nos. 2 and 2A, with Meniscus Achromatic lens.

Folding Autographic Brownies Nos. 2C and 3A, with both Meniscus Achromatic and R. R. lens.

Cartridge Premos (box form).

Cartridge Premos, Folding, Nos. 2C and 3A, with both Meniscus Achromatic and R. R. lenses.

Premo Jrs. in all sizes.

Premoette Jr. No. 1 with Meniscus Achromatic, R. R. and K. A. f.7.7 lenses.

Premoette Jr. No. 1A with K. A. f.7.7 lens.

Premoette Sr. in all three sizes with R. R. lens.

Premos Nos. 8, 9 and 10 with R. R. lens.

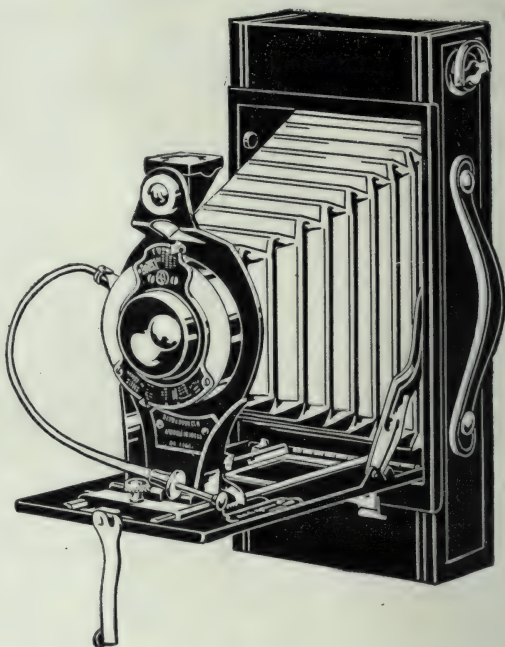
The above list is based on goods in stock and in sight about October 20th and it should be understood purely as a guide to our customers in ordering.

What Will You Have ?

All too frequently we are forced to write for more detail on orders for Sulphite and Carbonate of Soda. An item for "5 lbs. Carbonate of Soda" may really mean 5—1 lbs. or 1—5 lb. How are we to know what is wanted—we must simply guess and incur the risk of error, or write for particulars. Please be specific in making out orders for goods which may be had in more than one individual unit.

No. 2C
Folding
Autographic
Brownie

for pictures
 $2\frac{7}{8} \times 4\frac{7}{8}$



A simple, sure-working camera, equipped with the Autographic feature.

Details:

Dimensions: $1\frac{3}{4} \times 3\frac{3}{4} \times 8\frac{11}{16}$ inches. Weight, 25 ozs. Reversible finder, two tripod sockets, automatic focusing lock.

PRICE.

With Ball Bearing Shutter and Single Lens	-	-	\$11.50
With Ball Bearing Shutter and Double (R.R.) Lens			13.50

JOHN DOE & SON

16 Premo Row

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 7.

TORONTO, CANADA

November, 1918

The Present and the Future

The signing of the Armistice puts an end, temporarily at least, to the Great War. We all hope nothing will turn up to delay the conclusion of peace and the return to Canada of the hundreds of thousands of the boys who find themselves in Europe to-day.

Every merchant and manufacturer has been straining his vision to foresee exactly how the cessation of hostilities and the return of world-wide peace will affect his particular factory or store.

We are far from venturing a prophecy as to the developments that will occur, but we may briefly set before you what seems likely to come to pass.

Agricultural interests have no ground for uneasiness in the existing circumstances because the Allied nations after trouncing Fritz and his friends now have to assume the

humane task of keeping them alive. The products of Canadian farms will be in great demand for months and years to come. The steel and iron industry is in no danger of being short of orders. They will have all they can do to meet the foreign demand as well as the domestic requirements, for the Federal Government seems to have drawn up a businesslike programme of activity in the way of Public Works and railway equipment, which will absorb a good part of labor that is no longer to be employed on Munitions of War. Several leading members of the Cabinet are on the way to London, accompanied by skilled advisers, the object of the mission being to see that Canadian farmers and manufacturers receive the consideration to which they are entitled. Of course, we will have our troubles, but they

will be a grievous disappointment to the pessimists who expect the bottom to fall out of our whole scheme of things.

Don't blind yourself by too much peering into the future. Things will work out all the better if you take proper care of the affairs of today. One is not helping Canada the least little bit by indulging in futile speculation and discourse as to how bad business can possibly be. It is not going to be bad, for most Canadians are optimists and they question seriously the predictions of the croakers that there must be an utter "shake-down" as a preliminary to the resumption of peaceful efforts in manufacturing and merchandizing.

Claim Adjustments

It should be remembered that both Express and Freight shipments become your property as soon as we receive a receipt for them from the carrier, and while we are glad to assist in placing any claim for shortage or damage, we cannot do our part in the adjustment of claims if consignees do not properly handle the receiving end.

And wherever there is any shortage, or damage, whether visible or concealed, on both freight and express, the dealer should immediately direct the agent's attention to the matter and have him note that fact on the receipt, if possible, before signing it, or get a concealed loss or damage notation added to the receipt if already signed for.

We are not only willing, but glad to do all we can for you in the collection of claims but it is necessary for you to co-operate with us in this matter.

Odd Sizes of Papers and Plates

Most of our customers are familiar with the provisions made for supplying papers in odd sizes. This is stated in the Condensed Price List in these words:—

"Special cut sizes at proportionate prices on orders of a dozen or more amounting to \$1.00 list or more."

The price of paper in special sizes is based on the price of the next larger size, and in figuring it is the area or square measure that is considered.

On plates the same provision applies save that the smallest order for an odd size should amount to at least \$2.00 at list prices.

Dealers will readily see that the price of special sizes of paper has nothing to do with the size nearest to the special size, which may be smaller or larger than the one in question, but is governed by the price of the next larger size.

Citric Acid

1 oz. bottle.....	\$.26
$\frac{1}{4}$ lb. bottle.....	.75
$\frac{1}{2}$ lb. bottle.....	1.35
1 lb. bottle.....	2.50
Trade Discount 25%.	

Saturated?

A few of our customers—just a few—periodically convince themselves that their trade has reached the saturation point as far as camera sales go, and they will recite the numbers of cameras they sold in the past. Of course, they quite overlook the change that takes place in the make-up of their trade from year to year, children growing up,

new people moving in and, not by any means the least important factor, the greater accessibility of the towns and villages to the farm homes by reason of automobiles.

The saturation point has never been found for Kodakery and it can't be fixed until progress and change is eliminated from our affairs.

Available for Prompt Ordering

Vest Pocket Autographic Kodak with Meniscus Achromatic lens.

V. P. K. Special with Kodak Anastigmat lens *f*.7.7.

No. 1 Autographic Kodak Jr. with Meniscus Achromatic lens, focusing model.

No. 1A Autographic Kodak Jr., Meniscus Achromatic lens, both focusing and fixed focus models.

No. 1A Autographic Kodak with R. R. lens.

No. 2C Autographic Kodak Jr. with Meniscus Achromatic lens.

No. 3A Autographic Kodak Jr. with Meniscus Achromatic and R. R. lenses.

No. 1 Autographic Kodak Special, with B. & L. Kodak Anastigmat lens *f*.6.3, with B. & L. Special Anastigmat lens *f*.6.3, and with B. & L. Tessar Series Ic *f*.4.5.

No. 1A Autographic Kodak Special, with B. & L. Kodak Anastigmat lens *f*.6.3, and with B. & L. Tessar lens series IIb *f*.6.3.

Stereo Kodak Model 1.

Panoram Kodak Nos. 1 and 4.

Box Brownies, of all sizes.

No. 2 Folding Autographic Brownie, with Meniscus Achromatic lens.

No. 2A Folding Autographic Brownie, with Meniscus Achromatic and R. R. lenses.

Nos. 2C and 3A Folding Autographic Brownies, with Meniscus Achromatic and R. R. lenses.

Box form Cartridge Premos in all sizes.

No. 2C Folding Cartridge Premos with R. R. lens.

No. 3A Folding Cartridge Premo with Meniscus Achromatic and R. R. lenses.

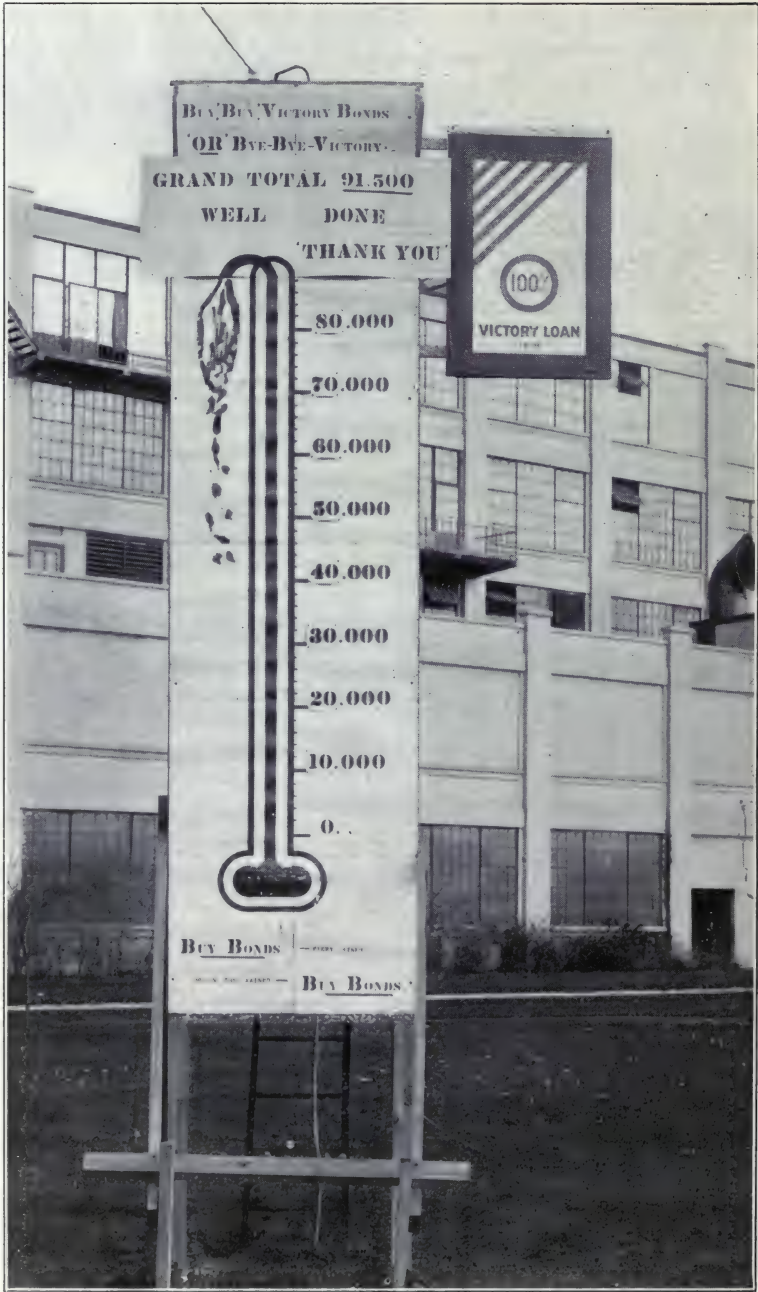
Premo Jrs. in all sizes.

No. 1 Premoette Jr. with Meniscus Achromatic, with R. R. and Kodak Anastigmat *f*.7.7 lenses.

No. 1A Premoette Jr. with Kodak Anastigmat *f*.7.7 lens.

Nos. 1A, 3 and 3A Premoette Sr. with R. R. lens.

Nos. 8, 9 and 10 Premos with R. R. lens.



The Vi

The illustration shows clearly how was expected of the Victory Loan Campaign. assigned to the dollars, the sum above the mark. Seventy-Five percent return we have. Ninety-One percent, as compared with Eight Thousand.

The picture shows the Honor Flag, and after day show Bonds. At last of it, the percentage being eight percent for One dollar per subscriber.

The Company entirely from the million dollars.



Victory Loan at Kodak Heights

statements on these pages are a special pride to us because they show how far we went beyond what we expected of our employees in the Victory Loan Campaign just closed. With an advance of Fifty Thousand Dollar subscriptions quickly mounted to a new mark. Then we raised it to One Hundred Thousand, and at the final tally had attained the high figures of One Hundred and Fifty Thousand Dollars compared with a total of Twenty-Five Thousand Dollars for the 1917 Loan. The charts show the presentation of the Thermometer that day and the Thermometer that day showed our progress in buying bonds. At last the mercury shot right out to the top. The percentage of employees subscribing was eighty, and the average subscription was One Hundred and Fifty-Six Dollars per employee.

Our company's subscription, separate from the employees', is a quarter of a million dollars.



The Organizers



Presenting the Honor Flag

Frames for Enlargements

The ready sale of the Kodak Snapshot Frames for contact prints in the leading amateur sizes has proved conclusively that they will be valuable to every photographic dealer who seeks to get the utmost out of his business.

Several dealers have been good enough to express their appreciation of the frames and to suggest the line be extended so as to provide for the smaller enlargements.

Below we list Kodak Snapshot Frames of practically the same half-inch moulding, of the same finish, which extend the usefulness of this new line.

The prices are net, and include glass, backing and two hangers, not the gummed hangers as used on the sizes for contact prints.

PRICE LIST.

For prints full size.	Each.
5 x 7	.21 net
6½ x 8½	.28 net
8 x 10	.35 net

Price Changes

Premo Plate Holders

2¼ x 3¼ (single)	.60
5 x 7	1.75
6½ x 8½	2.00

Eastman View Plate Holders

5 x 7	\$1.75
6½ x 8½	1.85
7 x 11	2.00
8 x 10	2.00

Universal Plate Holders

5 x 7	\$1.75
6½ x 8½	1.85
8 x 10	2.00
11 x 14	5.00
14 x 17	6.00

R. O. C. Plate Holders.

5 x 7	\$1.50
6½ x 8½	1.60
8 x 10	1.75

Trade Discount unchanged.

Plate Holder Slides.

Lacquered Press Board.

3¼ x 4¼	.25
3¼ x 5½	.25
4 x 5	.25
5 x 7	.30
6½ x 8½	.40
8 x 10	.50
11 x 14	.75

Hard Rubber.

5 x 7	.45
6½ x 8½	.60
8 x 10	.75

Slides for R. O. C. Post Card Camera.

Press Board.

3¼ x 4¼	.15
3¼ x 5½	.15
4 x 5	.15

Hard Rubber.

3¼ x 4¼	.25
3¼ x 5½	.30
4 x 5	.30

Trade Discounts unchanged.

Flexo Tripods.

Each	\$1.50
Trade Discount 25%.	

Ferrotypes Plates.

10 x 14, light	.35
10 x 14, heavy	.55
18 x 24, heavy	1.75
Trade Discount 25%.	

Eastman Enlarging Outfit

With 500 watt nitrogen Mazda Lamp, without lens	\$150.00
Ditto, with 3 sheets of ground glass substituted for the condenser	125.00

Graflex and Graphic Goods.

5 x 7 Auto Graflex, without lens	\$105.00
3A Graflex, without lens	100.00
5 x 7 Press Graflex, without lens	145.00
5 x 7 Home Portrait Graflex, without lens	170.00
4 x 5 Speed Graphic, without lens	70.00
5 x 7 Speed Graphic, without lens	80.00
4 x 5 R. B. Cycle Graphic, without lens and shutter	60.00
5 x 7 R. B. Cycle Graphic, without lens and shutter	70.00
6½ x 8½ R. B. Cycle Graphic, without lens and shutter	90.00
8 x 10 R. B. Cycle Graphic, without lens and shutter	140.00

Price Changes—(Cont'd)**R. B. Cycle Graphic, with Plate Holder,
Carry Case and R. R. Lens.**

4	x	5		\$ 66.00
5	x	7		76.00
6½	x	8½		96.00
8	x	10		146.00
Trade Discount 32%.				

Graphic Plate Holders.

3¼	x	4¼		\$2.00
3¼	x	5½		2.25
4	x	5		2.25
5	x	7		2.50
6½	x	8½		3.25
8	x	10		3.25

Graflex Plate Holders.

2¼	x	3¼		\$2.50
3¼	x	4¼		2.75
3¼	x	5½		3.25
4	x	5		3.25
5	x	7		3.75

Trade Discount 30%.**Graflex Roll Holders.**

No. 50		\$10.00
No. 51		11.00
No. 52		12.00
No. 53		12.50
No. 54		14.00

Trade Discount 30%.**Kodaks.**

No. 1 Panoram		\$17.50
No. 4 Panoram		28.00

Trade Discount 32%.**Plate Holders.**

No. 4 C. K. and No. 4 F. P. K.		\$1.50
No. 3 F. P. K.		1.50
No. 3A F. P. K.		1.50
No. 4A F. K.		1.75
No. 5 C. K.		1.75

Trade Discount 30%.**Crown Tripods.**

No. 1		\$ 9.00
No. 2		9.50
No. 3		11.00
No. 4		11.50

Trade Discount 25%.**Tripods.**

Bull's-Eye		\$2.00
Standard		3.25

Trade Discount 25%.**Combination Backs.**

No. 3 F. P. K.		\$4.00
No. 3 Special		4.50
No. 3A F. P. K.		4.00
No. 3A Special		4.50

Trade Discount 32%.**No. 2 Brownie Developing Box.**

Each		\$1.75
Trade Discount 25%.		

**Wire Hangers for Deep Developing
Tanks.**

7½ inch		\$.40 each
9½ inch		.40 each
11½ inch		.40 each
Trade Discount 25%.		

Eastman Portable Backgrounds.

Plain white, black or grey. 4 x 5 feet		\$4.00
Trade Discount 25%.		

Premo Film Pack Adapters.

2¼ x 3¼		\$1.50
3¼ x 4¼		1.50
3 x 5¼		2.00
3¼ x 5½		2.00
4 x 5		2.00
5 x 7		3.00

Trade Discount 30%.**Premo Negative Racks.**

No. 1		\$.35
No. 2		.45
Trade Discount 30%.		

Sliding Tripods.

No. 1		\$2.75
No. 2		3.25
No. 3		4.00
No. 4		5.00

Trade Discount 25%.**Combination Tripods.**

No. 2½		\$ 5.75
No. 3		6.25
No. 4		7.25
No. 5		10.00

Trade Discount 25%.**R. O. Holder Kits.**

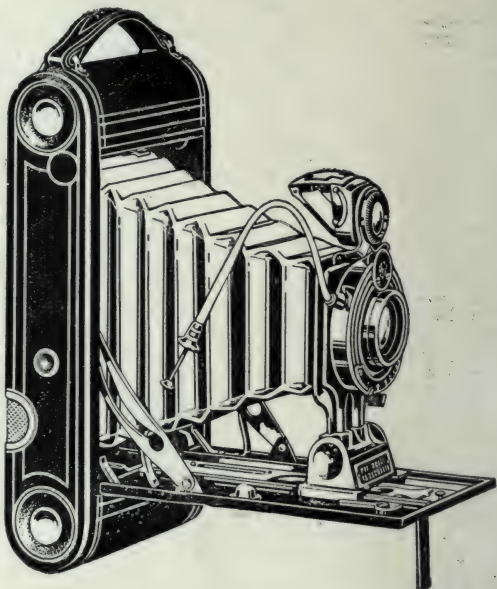
For holding small plates in large holders.

Size outside.	Each.
4 x 5	\$.30
5 x 7	.40
6½ x 8½	.40
7 x 11	.60
8 x 10	.60
11 x 14	.65
14 x 27	1.00

Trade Discount 50%.**Discontinued**

The 6½ x 8½ Celluloid and 8 x 10 Non-Breakable Trays, as shown on page 78 of 1918 Condensed Price List, are gone and no more are available.

Let us show you the newest model from the Kodak factory—a light, compact, simple - working camera, which fulfils every requirement of general amateur photography.



No. 3A Autographic Kodak Jr.

Makes pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches in dimensions and is thoroughly worthy of a place beside the other well-known Kodak Juniors.

No. 3A Autographic Kodak Jr., with Ball Bearing Shutter and Meniscus Achromatic Lens	\$17.50
Ditto, with R. R. Lens	20.00

JOHN DOE & CO.,
310 Velox Ave.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 8.

TORONTO, CANADA

December, 1918

A Christmas Proposition

If there was ever a time within our memory when one Christmas stood out pre-eminently greater than any other—one that carried with it a deeper significance—the Christmas of 1918 is that one.

The country is still on a war basis and many of our boys will be on the other side for months to come, but the tension, which for the past four years has put the curb on Christmas giving is relieved.

If your new stock of cameras is not sufficient, perhaps you have some old cameras which can be disposed of as Christmas gifts. Now is the time to put them in presentable shape and dispose of them. A little Kodak Leather Dressing will go a long way toward making a shop worn camera an attractive, saleable proposition. Look your stock over and have it in shape for the Holiday demands.

If you are planning to put on additional clerks, get them in time so you can go over the stock with them and let them familiarize themselves with the gift suggestions in the Kodak line. There's nothing more discouraging at Christmas time than to see a customer in a busy store wandering around with a green clerk, both helplessly looking the stock over for a suitable gift.

Since the war began we have made our strongest advertising appeal on the "Pictures from Home" idea.

This appeal has been effective and kept alive the suggestion to Kodak during a time when the production of new goods in normal quantities was out of the question. And now that hostilities have ceased, the boys need, more than ever, that cheer that comes with the pictures from home.

So carry into your advertising

the idea that has helped to bolster up the morale of the army and navy and make your store cheery with gift suggestions of Kodaks and Kodak supplies.

And finally, take advantage of

this opportunity to clean up some of the old goods on your shelves. The *Kodak Trade Circular* can only hope that Christmas will bring happiness and the New Year the return of peaceful prosperity.

Push Albums

Now is the time to talk albums—in fact it is your best opportunity to sell the higher priced ones. Every live Kodaker has a collection of choice prints which are still lacking a permanent home, and the “pictures from home” idea has resulted in an accumulation of prints which tell the home story of the war.

All of these form the nucleus of appropriate Christmas gifts which are consummated in your excellent line of Kodak Albums. The new Kodak Album introduced last May is attractive from every standpoint and so is the Hercules, the Trojan and the Nile. There are others less expensive, and with this complete assortment you should be able to satisfy anybody with album desires.

Worth While

A certain gentleman of our acquaintance is prone to look with derision on books like *The Kodak Salesman*. You know the type of man yourself. However, he has had to admit, though grudgingly, that the *K. S.* contains real “meat” and is worth while for every person who sells goods.

HAVE your printer set up the accompanying advertisement just as it is shown here and run it in your local paper. It will sell albums and that will help this year.

War-time Pictures

YOU have made many pictures during these war times, which, from now on, will be historic. Perhaps it's the boy proudly marching away with his regiment, or home on leave; or patriotic parades and demonstrations which have impressed you, or it may be the “pictures from home” to him.

What more fitting gift could you give than a selection of such prints in one of our attractive albums?

(Dealer's Name and
Address here)

Don't Miss the Chance

What would you say to a clerk who would sell a customer a Kodak, Brownie, Premo or Graflex camera and let his man go without suggesting that he might need Kodak film, a metal tripod, carrying case, portrait attachment and some of the dozen things that fit in with every camera sale?

These extras cost money and they mean more profit for you. But suppose that they were given away free; that they didn't cost you a penny, but were just plain service—the kind that always means “come back again and bring your friends.” Wouldn't you insist that your clerks take advantage of this rare opportunity to get into the good graces of your customers?

Of course you would. The point is here. If you sell a camera and let the customer go without signing the subscription blank which permits him to receive a real, live magazine with every thought bearing directly on the object of his sale, you are missing the point—the reason for Kodakery's existence.

The fact is that Kodakery creates and maintains the desire for every conceivable camera accessory. It is

a carefully worked out *selling plan for you* that makes good in practice. And if you could see the hundreds of letters of inquiry on photography that come in every week, you would appreciate that up there in your territory someone was interested beyond the purchase of a camera.

Here is an extract from the letter of a man whose name got on the dotted line:

Gentlemen:—

Kodakery is an exceedingly interesting magazine and I look forward eagerly to the time when each number arrives.

My negatives have improved at least 50% during the last year, due to the instructions received through this medium.

Yours sincerely,

Another who considers himself lucky that his name found the subscription blank:

Gentlemen:—

I am a beginner and what I know of the art, I have learned through Kodakery.

There are hundreds of others just as good and every one indicating a desire for better and better results.

Make every camera sale count as a new Kodakery subscriber.

Clean Up Calendars Now

This is just the time to put the final effort on calendar sales. It's the Christmas thought rather than the Christmas gift that will appeal to some pocketbooks this year. Add some calendars to the display window with attractive pictures in them and you will convey the suggestion of simplicity and economy to those who might otherwise pass by.

Start the New Year Right

Start the New Year with an efficient system for keeping the film stock in neat, convenient, satisfactory form. The Kodak Film Cabinet is attractive in appearance and made entirely of metal in imitation of Circassian Walnut. It will not only harmonize with any style of store furnishings but its size (23 $\frac{5}{8}$ inches wide, 17 $\frac{3}{8}$ inches high and 6 inches deep) is such as to fit about

anywhere in the store. The interior is divided by metal partitions into 15 different compartments, accommodating the following stock of films:

14 cartons	No. 127	(Vest Pocket)	
26 "	"	120	(2¼x3¼)
12 "	"	116	(2½x4¼) 6 expos.
12 "	"	116	(2½x4¼) 12 "
12 "	"	130	(2⅞x4⅞) 6 "
12 "	"	130	(2⅞x4⅞) 10 "
12 "	"	118	(3¼x4¼) 6 "
12 "	"	118	(3¼x4¼) 12 "
12 "	"	124	(3¼x4¼) 6 "
12 "	"	124	(3¼x4¼) 12 "
12 "	"	122	(3¼x5½) 6 "
12 "	"	122	(3¼x5½) 10 "
12 "	"	101	(3½x3½) 6 "
12 "	"	101	(3½x3½) 12 "

The cartons are put in at the top and taken out at the bottom so the oldest stock is sure to be used first. As each carton is withdrawn, the one above it automatically drops into its position.

In the early part of 1917 we contracted for a large supply of these cabinets in order to make the price to dealers as low as possible. The price of \$5.00 net each, put upon them at that time, still obtains.

This may be your last opportunity to get a Kodak Film Cabinet, as we cannot re-order on account of the metal situation. Get your order in before the matter is forgotten and start the New Year with this efficient system.

Enroll Now

If you have a Kodak Finishing Department you want it to do the best work it can, for your sales of supplies, in many cases, depend on the good results your customers obtain. Poor results are not conducive to the kind of sales you want in supplies. Your Finishing Department may be doing the best it can. Per-

haps it is doing as well as can be done with the facilities at hand and the methods used, but the chances are good that our Educational Department can improve the results and gain prestige for you.

We are offering again our free service to Kodak Dealers of good standing who wish to send authorized representatives to Rochester to learn, through our free educational course, the latest methods in development and efficiency in finishing work. We furnish free instruction and all materials used are free.

The only expense to the student or his employer is for transportation and living expenses.

Your application will be given prompt attention. Address: Educational Department, Eastman Kodak Company, Rochester, N.Y.

Kodak Snapshot Frames

We evidently gauged aright the sentiments of our dealers in favor of frames for small pictures, for the sale of Kodak Snapshot Frames has been twice as good as we expected. In fact, we have been unable to get them made fast enough to fill orders, but unfilled orders will be completed this week.

Our Order Department has had to do a great deal of guessing as to what is wanted when an item reads "Kodak Frames" or simply "Frames." Remember that such inadequate descriptions cause doubt to arise as to what you want—whether Printing Frames or Snapshot Frames. Please use the word "Snapshot" when you order frames for finished pictures and the word "Printing" when you want frames in which to expose paper in printing.

Help Your Help

You can assist your assistants to sell more goods for you and give your customers complete satisfaction by seeing that every person in your store whose duty, even though it be only an occasional duty, comprises the selling of Kodak material, reads the little sales manual "Selling Kodaks and Supplies."

Brevity is the soul of wit, but brevity of explanation often befogs rather than illuminates a doubtful point—this little booklet is at once brief enough to meet the time of its readers and full enough to avoid confusing them more than they were before reading it.

We have a few more copies,

which we shall be glad to send for the benefit of your assistants.

Flash Sheets Restored

On account of our inability to secure a supply, we were compelled to withdraw Eastman Flash Sheets and they were omitted from the 1918 catalogues. The coming of the armistice, followed by the lifting of restrictions, has rendered it possible for us to secure Flash Sheets once more.

All orders were cancelled at the time they were withdrawn, so dealers will please re-order, for we hope to be able to fill orders inside of a month at least.



The Kodak Album

Never were pictures so worth the taking—
never so worth the *keeping*.

The Kodak Album, illustrated above, combines beauty of appearance with the utmost in album utility. Constructed on the sensible loose leaf principle, new pages may be added as your photographic collection grows.

Cover of one piece, black, narrow-grained cowhide, leather lined with edges in Oxford Bible style.

THE PRICE

4 $\frac{3}{4}$ x 7, A, 50 black leaves	\$3.75
7 x 11, B, 50 black leaves	5.50
Package 12 extra leaves, A, \$0.15 ; B, \$0.18	

Chemicals

Hydrochinon—

1 oz. can.....	\$.50
¼ lb. can.....	1.50
½ lb. can.....	2.85
1 lb. can.....	5.50

Trade Discount 33⅓%.

Citric Acid—

1 oz. bottle.....	\$.28
¼ lb. bottle.....	.85
½ lb. bottle.....	1.50
1 lb. bottle.....	2.80

Trade Discount 25%.

Hypo (Granular)—

1 lb. cartons.....	Per lb. \$.14
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Trade Discount 25%.

Barrels of about 350 lbs. each at \$0.05½ per lb. net.

Discontinued

The manufacture of the articles named below has been discontinued and no more are available, consequently no further orders can be accepted:

Brownie Enlarging Camera Illuminator.

No. 1A Premoette Jr., fitted with Meniscus Achromatic and R. R. lenses.

Please note that No. 1A Premoette Jr. with Kodak Anastigmat *f*.7.7 lens is still available.

R.B. Cycle Graphic Cameras Without Lens

In our November issue it was stated that these could be had, at the prices then shown, without lens and shutter equipment. The Graflex catalogue lists the camera complete with lens and shutter, so it is necessary to specify clearly when the camera alone is desired without lens and shutter equipment.

Wratten Filters

Size	Gelatine Film	Circles or Squares in "B" Glass
¾ inch.....	\$.30	\$1.35
1 inch.....	.30	1.50
1¼ inch.....	.30	1.75
1½ inch.....	.35	1.95
1⅝ inch.....	.45	2.00
1¾ inch.....	.45	2.25
2 inch.....	.60	2.50
2⅛ inch.....	.75	2.70
2½ inch.....	.95	3.50
3 inch.....	1.35	

Trade Discount 15%.

Tri-Colour Sets

(Gelatine Film.)

1¼ inches or less.....	\$.45
1½ inches square.....	.50
1¾ inches square.....	.65
2 inches square.....	.90
2¼ inches square.....	1.10
2½ inches square.....	1.50
3 inches square.....	2.00

"M" Set of nine film filters for Photomicrography, 1 in. square 1.35

"M" Set of nine film filters for Photomicrography, 2 in. square 4.50

Wratten Filters in "B" Glass

Mounted in light metal cell.

¾ inch.....	\$3.00
1 inch.....	3.15
1¼ inch.....	3.45
1½ inch.....	3.90
1⅝ inch.....	4.15
1¾ inch.....	4.50
2 inch.....	5.25
2⅛ inch.....	5.60
2½ inch.....	6.75

Trade Discount 15%.

Empty Kodak Reels

Now that hostilities have ceased and the war, we hope, is at an end, the need for conserving metal is not as great as it was during those past trying months of our active partici-

pation, when every resource was at the command of the government for the one purpose of winning the war.

The emergency has passed, and the pressing need for saving reels no longer exists.

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Vest Pocket Autographic Kodak

In actual size it is small enough to *wear*, and the size of pictures made is big enough and good enough to tell the whole story well.

PRICES

With single lens . . . \$8.50

With Kodak Anastigmat

f.7.7 lens . . . 15.00

VEST POCKET KODAKS

make most acceptable

Gifts



ACTUAL SIZE

RICHARD ROE & CO.

19 Kodak St.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 9.

TORONTO, CANADA

January, 1919

Getting Back

It's a long road from the iron mines to the tempered steel spring in a Lewis gun. Between the cotton growing on the plant and the high explosive bursting over the German trenches, there are several stages of "raw material."

The steer on the ranges is raw material to the hide man, the hide is raw material to the tanner, the leather is raw material to the shoe man—but an army must be shod.

From source to finished product "raw materials" have been diverted from their regular course—iron, copper, lead, silver, platinum, cotton, wool, leather, lumber, glass—everything that anybody uses in manufacturing, has been put into new channels to win a world war. These things can't be put back into the old channels over night. Particularly, the finished products from these raw

materials can not be turned out over night.

Even before the U.S. entered the war, all manufacturers were handicapped in production. After the U.S. joined the Allies, the problems became increasingly difficult.

Comparatively, photography suffered but little. There have been inconveniences, of course, but, frankly, we feel proud of our achievements, both as to production and as to prices. There were many difficulties in production to overcome, but the fact that Kodak makes more of its own basic materials than any other manufacturer of photographic goods, and more than most manufacturers in any line, placed us in an advantageous position, and enabled us to render a pretty fair service, even under the discouraging war conditions. In the big staples,

paper and film, prices have had but a few changes, and glass plates have advanced but a little, while cameras have not begun to advance in proportion to articles in other lines of trade. It is interesting to note that almost without exception we have, in spite of greatly increased wages, been able to hold prices down on those goods which we are geared up to produce in great quantities.

This holding down to the low price level was made possible by two factors: the tremendously increased demand and production, by reducing "overhead," offset, in a measure, the increased cost of labor and materials, and to maintain this big production we were willing to sacrifice something of our normal percentage of profit—depending upon making up for a reduction in percentage by an increase in volume. It is only on those articles that have a limited sale, and which cannot, therefore, be turned out in large quantities from tools and by automatic machinery, that we have been obliged to advance prices materially.

The chemical situation has not been as bad since early in 1917 as it was during the two or three previous years. Much is being done, has been done, toward the manufacture in Canada and the U.S. of chemicals that formerly came entirely from Europe and almost entirely from Germany, and the day seems not far distant when we shall be fully independent of European supplies.

Lenses have been a problem, because the Allied Governments needed myriads of eyes for the army and navy; not only photographic eyes, but marine and field glasses of

many types and gun sights by the thousand upon thousand.

We have been getting back toward normal. A few of the Kodak men who went into khaki or navy blue have returned to the work in which they had become expert. We see better conditions ahead, but the improvement is sure to be gradual rather than immediate; and because we are now prepared to provide for ourselves many things that we formerly depended upon Europe to provide, we shall eventually give better service than ever to the photographic world.

The Research Laboratories have been of distinct and far-reaching service in helping to solve the chemical problems, and with basic materials becoming more easily obtainable, the results from work already accomplished will be even more marked in the future.

In comparison with the war-time disruption in other industries, there has been but little disturbance in the distribution of photographic goods, yet we realize that the service is far short of what it was when the Hun started on his "march to Paris" in the summer of 1914.

But in every department of production, present conditions are encouraging. This does not mean immediate promptness in deliveries, but it does mean that we now find it possible to begin the mobilization of basic materials and that we are on the road to giving the old-time service.

Nineteen-nineteen starts out full of promise. But none of us must expect a complete recovery too quickly. It will be a case of just a little better every day.

“Know Thyself”

Certain of the Ancients used to make themselves a burden to their fellow humans by everlastingly rubbing in the precept quoted above. Perhaps their excessive zeal in proclaiming their favorite maxim of life has reacted unfavorably throughout the ages, till to-day we don't take stock of ourselves as we should, particularly of our businesses. Not that inventory-taking is not a fixed feast once or twice a year, but rather that comparative research or digging into the performance of the store is not always as diligently undertaken as it should be.

On every account we have, we compile a dissected statement, showing the exact monthly purchases of the principal items. We find it of inestimable usefulness in sizing up how things are going with the leading items we sell. Several of our customers have been availing themselves of such a dissected statement to check up on their Kodak Departments. We shall be very glad to send any dealer, who asks for it, a dissected comparison, of the kind indicated, of his purchases for the years 1917 and 1918.

Specify in Your Orders

We receive a number of orders for Wratten Filters in which dealers fail to specify whether Gelatine Film Filters, or Filters mounted in glass, are desired.

This naturally necessitates writing to the dealer to find out just what is wanted, or running the risk of filling the order incorrectly.

Rather than cause this unnecessary delay in writing, or filling the

order incorrectly, please specify plainly in your order which class of Filter you desire.

Also we receive a great many orders for Wratten Filters to be cemented in “B” glass and mounted in light metal cells. In order to fill orders for filters mounted in slip-on cells intelligently, we must know the size of the lens-mount over which the filters are to fit.

Armed With a Kodak

Adrian Duff, a news photographer, assigned to a sector on the West front, was recently credited with the capture of five Germans. The despatch says: “Duff was armed with nothing more than a Kodak.”

Kamerad!

Hydrometers Decline in Price

On December 24th the price of Hydrometers, listed under minor sundries on page 86 of the Price List, were reduced in price:

Hydrometers	\$1.25
Trade Discount 25%.	

Discontinued

We have discontinued the supplying of 6-inch Special Squeegees, listed on page 78 of the Price List and also Ground Glassing Frames and Intensifying and Reducing Frames. The last two articles did not appear in the 1918 Price List.

Have you placed your order for Flash Sheets? We shall soon be able to supply them again.

Greeting from the Order Department

Our Order Department wishes to thank you for the orders of 1918 and, in appreciation, has made a special plea for space in the first number of the *Kodak Trade Circular* for 1919, in order that you may have a thorough understanding of points that may seem unimportant but in reality are of highest importance to the prompt and accurate filling of your orders.

The first suggestion is that, unless you have order forms of your own, you use the blank forms we supply, free of charge. You can have some with your next order if you will just make the request. Orders made out on these forms are recognized at first sight as orders, are much easier to handle and go through more promptly.

If an order for any reason can't safely be handed forthwith to the typists for transcription, it follows that that particular order must suffer some delay until it is construed in the light of all the possible meanings that may be paced on the indefinite or involved description. The second suggestion, therefore, is that you, on your orders, describe the goods wanted in the language of the Condensed Price List or of the Catalogues. It is pretty hard for us to have such a good knowledge of each dealer's requirements that we will know by intuition just what is wanted on a description that may serve equally for two or more items in the line.

The use of the language of the Condensed Price List is especially desirable in the ordering of papers, where the specification of units of packing, as given in the Price List, reduces greatly the possibilities of

errors. For example, "a package of Velox" may mean a dozen, a half gross or a gross, but no guessing is needed when you use the Price List name for the unit you want. Follow, then, the Price List in writing out your paper orders.

We almost forgot to say something about specifying the contrast and surface of the paper you want. You would be surprised at the number of orders we receive for Velox and Azo papers, wherein not the least mention is made of the surface or contrast desired. The Order Department wishes that it may be regarded by our dealers as the poorest guessers in this broad Dominion, for then you will be more certain of getting exactly what you want, at a minimum of expense and delay.

In ordering cameras, Catalogue or Price List descriptions, in full, save a great deal of time and trouble both for us and for you. Particularly desirable is this accuracy in items calling for Anastigmat Lenses, where names often bear a degree of similarity, with an important discriminating variation, as in the Kodak Anastigmat and the Tessar Lenses.

Films, for the greatest general convenience, should be ordered in multiples of 12 rolls of one number. As you know, the rolls are bundled in twelves or multiples thereof, and ordering in this style greatly facilitates packing, as well as the entering of the order. Please fight shy of the word "dozen" in ordering film. A dozen films may mean to you or to any other person 12 individual exposures (1 roll of twelve, or 2 rolls of six exposures) or again it may be construed as 12 rolls, so use the word roll or the word spool to indicate the unit.

Film Packs are of course to be named as such. The number system is of the utmost usefulness to all concerned and should be used all the time, both on orders for the regular and for the Autographic film, prefixing (capital) A in the latter case. Also, please, use the number system in ordering film packs.

Chemicals, including Powders and Solutions, had best be ordered exactly as they are termed in the Price List. The same thing applies to Sundries. Excessive brevity may cause confusion and delay. For example, an order may confuse us when "Frames" alone is used. You may want Printing Frames, or Kodak Snapshot Frames, but we can't very well be certain in the absence of a plain, unmistakable description.

Portrait Attachments, Sky Filters, etc., are all numbered and should be asked for accordingly.

Summing up, the great thing about making out your orders is to use language or words that we can't misunderstand. That purpose is best accomplished by consulting the Condensed Price List.

Orders big and orders little are all entitled to prompt and careful attention and all are welcome on whatever paper they come and whatever the language that best suits our customer, for his is the choice. However, the suggestions made above will help us to take care of your orders with greater speed and efficiency, avoiding errors and delays.

The Order Dept. of this Company is at the service of every customer, and plenty of orders makes the hours go by all the more quickly and merrily.

For Demonstration Only

We furnish for demonstration purposes dummy Premo Film Packs which are obtainable by any dealer to show customers the simplicity of its operation.

These dummy packs contain no film, and if a customer starts out on a picture taking excursion with one of these demonstration packs in his camera, his results will not be very successful, nor conducive to the best of good humor.

Strange to say, such things do occur in isolated cases where an inexperienced or perhaps not over-cautious clerk puts one of these packs in the ranks of the "regulars," and where familiarity with the location, rather than caution, led him to sell it to a customer.

The dummy packs are made up in the $2\frac{1}{4} \times 3\frac{1}{4}$ size only; are put in the regular pack carton and stamped plainly across the front: "For Demonstration only." On the back of the carton will be found a white label reading: "This Pack does not contain FILM. Use for demonstration *only*."

We all make mistakes at times, and in order to make sure that your clerks do not do it in this case, see that the dummy packs are always kept in a familiar place, where they are not liable to be confused with the film pack supply.

Discontinued

The manufacture of Velox Transparency Film has been discontinued and we can fill no further orders.

Price Change

Effective January 15th, 1919, the price of Brownie Safelight Lamp is \$1.50 each.

Trade Discount 33%.

Easy to Repair

There are metal tripods and metal tripods, but, without question the Kodak Metal Tripod is the best on the market.

Aside from its satisfactory service to the customer, is the fact that in case of accident it is easily repaired. Any needed parts can readily be obtained, and quick repairs mean a lot in retaining the good-will of the customer.

When Ordering

Print Dryers

When ordering Majestic Print Dryers using electric current, be sure to state whether your electric supply is the standard, 25 cycles, and if not, state exactly what it is. It is vitally important that we are supplied with this information, as the basis on which these Dryers operate electrically is 25 cycles, alternating current, 110 volts, and motors equipped to handle any other conditions can be supplied only at an increased cost. So be very sure that this information is given in your orders for Majestic Print Dryers, whether your conditions permit the use of the standard type motor or not.

Obviously, the standard type motor will not do the work it is designed to do, unless used with a current supply of 25 cycles.

Advance in Price

On January 8th we advanced the price of the Kodak Amateur Printer listed on page 85 of the Price List.

PRICE

Kodak Amateur Printer.....\$7.50
Trade Discount 25%.

Chemicals Price Reductions

Potassium Bromide

1 oz. can.....	\$.20
¼ lb. can.....	.60
½ lb. can.....	1.10
1 lb. can.....	2.00

Trade Discount 25%.

28 % Acetic Acid

½ lb. bottle.....	\$.23
1 lb. bottle.....	.36
5 lb. bottle.....	1.65

Trade Discount 33⅓%

Glacial Acetic Acid

1 oz. bottle.....	\$.20
1 lb. bottle.....	1.15
5 lb. bottle.....	5.00

Trade Discount 33⅓%

Price Advances

8 x 10 Tank Powders for 8 x 10 Eastman Plate Tank, per pkg. of 6 powders.....	\$.90
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Trade Discount 33⅓%

Solio Hardener—8 oz. bottle.....	\$.70
----------------------------------	--------

Trade Discount 25%.

Price Changes

Velox Transparent Water Color Stamp Outfit	\$.85
Velox Transparent Water Color Booklet	.35
Palette	.30
Separate leaves for Velox Water Color Outfit, each.....	.03
Trade Discount, on each item of the above, 33⅓%.	

R. O. Holder Kits

14 x 17 size with 10 x 12 or 11 x 14 opening	\$1.25
Prices of other sizes unchanged, but Discount is reduced to 40%.	

Did you see the advertisement reproduced below from *Kodakery* for January 1919? Kodak Snapshot Frames have taken hold and your customers will be asking for them.

Frame your Pictures

There are at least a dozen of your negatives which will make contact prints that are worth framing, for while they are diminutive, they are none the less real pictures. Your dealer can furnish all ready for the placing of the prints

Kodak Snapshot Frames

to take contact prints of all the popular amateur sizes from Vest Pocket up to full Post Card dimensions ($3\frac{1}{2} \times 5\frac{1}{2}$). He can also furnish frames ready for the placing of enlarged pictures of 5×7 , $6\frac{1}{2} \times 8\frac{1}{2}$ and 8×10 sizes.

The frames are made of good wood, in a Brownish Mission finish, suitable for sepia as well as black and white prints. They come with glass, backing mat, and hangers—truly ready-to-use.

CANADIAN KODAK CO., LIMITED
TORONTO, CANADA



A Kodak History of Your Youngsters

From the stage of infancy-in-arms, through the days when they go unwillingly to school, and on through early youth till they reach manhood and womanhood will in future years be a priceless treasure to you and to them alike. Such a history in pictures can be made with absolute accuracy of time and place, with an

Autographic Kodak

“At Home with the Kodak” is a little booklet that will help you make such a history and you can have a copy for the asking.

JOHN DOE & CO.

12 Kodak Road

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 10.

TORONTO, CANADA

February, 1919

A HELP TO PROFITS

The direct point of contact between the store and the customer is the sales force; the store proprietor or store manager must depend upon his salespeople, and the more efficient the sales force the better it is for the store. This is all so evident that it scarcely deserves the time to mention it.

It is evident, however, that some Kodak dealers are overlooking our co-operation in the education of their salespeople, as is witnessed by the following letter recently received by us:

"I am working in a store which carries your cameras and supplies. I am wondering if you would publish any literature or sales hints especially for clerks or salesmen. If so, would be pleased to have you send anything that would aid me in selling your line.

Thanking you in advance, I am,
Truly yours,

Our records show that the store that employs the writer of the above letter is on our list to receive The Kodak Salesman and the Kodak Trade Circular, and it does seem as though it is overlooking an opportunity to increase the efficiency of this salesman.

It is, of course, quite possible that this particular individual has but recently joined the store's selling force, and the proprietor, through inadvertence, had not had his name put on our list to receive The Kodak Salesman.

The Kodak Salesman will help your selling force, so we may suggest that you check up your employees' list and make sure that all your salespeople will receive The Kodak Salesman regularly.

ALBUMS

What of Albums? Remember, please, that every member of the C. E. F. returning from Overseas brings with him a collection of pictures. You must have noticed the Soldier's special place for keeping pictures when he is in uniform, namely and to wit, the top of his cap, between the cloth and the circular piece of celluloid that protects his cap from perspiration. Now that the boys are getting out of uniform, they will want Albums in which to place for safe keeping the highly prized pictorial souvenirs of their trips.

Apart from this special demand from Soldiers, there has always been a good civilian demand for Albums and it is growing year by year. Albums offer a splendid opportunity for working up a highly profitable trade, one that is worth both going after and keeping after.

An instance of the expansion of our business consequent on our removal to Kodak Heights is the new Department for making Albums, the first products of which are dealt with below. The Department is equipped with all the most modern devices for turning out Albums of the highest quality and quantity. As will be noted, it reacts immediately to the common benefit in a lengthening of the discounts. In the past, we were hardly able to offer Albums at net figures, which would make them attractive to all Kodak dealers, but that has been remedied, as shown, and every dealer will find it a paying proposition to stock and push the sales of these Albums.

The long discounts indicate the styles made at Kodak Heights.

BALMORAL

Open-back, loose-leaf style, cover of genuine crepe grain leather. Fifty black leaves held in place by metal posts and secured by silk cords. "Photographs" in gold letters in upper left hand corner of cover.

No.	Size of Leaf.	Price each.	Pkge. of 12 extra leaves.
A	5½ x 7	\$2.50	\$.18
B	7 x 10	3.50	.25

WESTMINSTER

A loose-leaf album, in which the leaves are held by a silk cord passing through metal tubes. Open-back style. Fifty black leaves. Cover is of black seal grain imitation leather, stamped with the word "Photographs" in the upper left hand corner.

No.	Size of Leaf.	Price each.	Pkge. of 12 extra leaves.
A	5½ x 7	\$1.50	\$.18
B	7 x 10	2.00	.25

GLENDALE

Cloth cover, linen finish—open-back, loose-leaf design, with retaining posts and cord. "Photographs" on cover.

No.	Size of Leaf.	Price each.	Pkge. of 12 extra leaves.
A	5½ x 7	\$1.25	\$.18
B	7 x 10	1.75	.25

APOLLO

Solid bound, rounded back. Black watered silk cloth cover, with pocket for loose prints. Black leaves only.

No.	Size of leaf.	Price each.	No.	Size of leaf.	Price each.
CA	25 leaves 5 x 8 . . .	\$1.00	CE	50 leaves 5 x 8 . . .	\$1.25
CB	25 leaves 7 x 11 . . .	1.25	CF	50 leaves 7 x 11 . . .	1.60
CC	25 leaves 10 x 12 . . .	2.25	CG	50 leaves 10 x 12 . . .	2.50
CD	25 leaves 9 x 14 . . .	2.35	CH	50 leaves 9 x 14 . . .	2.75

FORUM

Flexible, black leather embossed cloth cover.

No.	Size of leaf.	Price each.	No.	Size of leaf.	Price each.
A	25 Black leaves 5½ x 7 . . .	\$.70	G	50 Black leaves 10 x 7 . . .	\$1.30
B	25 Black leaves 7 x 10 . . .	.90	H	50 Black leaves 11 x 14 . . .	2.55
C	25 Black leaves 10 x 7 . . .	.90	N	25 Sepia leaves 5½ x 7 . . .	.70
D	25 Black leaves 11 x 14 . . .	2.15	O	25 Sepia leaves 7 x 10 . . .	.90
E	50 Black leaves 5½ x 7 . . .	.90	P	25 Sepia leaves 10 x 7 . . .	.90
F	50 Black leaves 7 x 10 . . .	1.30	R	25 Sepia leaves 11 x 14 . . .	2.15

TIBER

A very flexible loose-leaf album, with imitation leather covering; 50 black leaves.

No.	Size of leaf.	Price each.	No.	Extra leaves, per package of 12.
A	5 x 8 . . .	\$1.25	A	\$.18
B	7 x 11 . . .	1.75	B	.25
C	10 x 12 . . .	2.40	C	1.35
D	9 x 14 . . .	2.75	D	2.50

Trade Discount 40%.

In assorted lots, of value from \$50.00 to \$100.00—40% and 10%.

In assorted lots, of value from \$100.00 and upwards—40%, 10% and 10%.

KODAK

One piece black narrow grained cowhide—leather lined. Leaves held in place by black silk cord through cover and metal tubes. Very flexible—Oxford Bible style edges.

No.	Size of leaf.	Price each.	No.	Extra leaves, per package of 12.
A	4¾ x 7 . . .	\$3.75	A	\$.15
B	7 x 11 . . .	5.50	B	.18

Trade Discount 30%.

In lots of 12 or more assorted, 40%.

HERCULES

This is one of the most attractive albums ever offered. The covers are flexible leather of a new blended grey and black shade. Has a flap and clasps, holding the album flat when filled; fitted with large pocket for loose prints; 50 black leaves, bound inside of covers by silk cord.

No.	Size of leaf.	Price each.	No.	Extra leaves, per package of 12.
GA	5 x 8 . . .	\$3.75	GA	\$.18
GB	7 x 11 . . .	4.75	GB	.25
GC	10 x 12 . . .	6.50	GC	.50
GD	9 x 14 . . .	7.25	GD	.60

TROJAN

Made of finest quality flexible, embossed leather, with bronze finish. Black silk cloth pocket for loose prints. Contains 50 jet black leaves of extra quality, held in place by cord inside of covers, rendering album loose-leaf.

No.	Size of leaf.	Price each.	No.	Extra leaves, per package of 12.
BA	5 x 8	\$3.25	BA	\$.18
BB	7 x 11	4.25	BB	.25
BC	10 x 12	6.00	BC	.50
BD	11 x 14	7.25	BD	.60

NILE

A handsome, new album, with cover of best imitation leather, duotinted, alligator skin pattern. 50 black leaves held in place by cord and holder inside of cover. The word "Photographs" stamped in gold foil on cover.

No.	Size of leaf.	Price each.	No.	Extra leaves, per package of 12.
A	5 x 8	\$1.60	A	\$.15
B	7 x 11	2.00	B	.18

FRONTENAC

Constructed on a novel principle, the binding being so done that every leaf always lies flat without pressure. Of good quality material, with cover of Wine color.

No.	Size of leaf.	Price each.
A	50 Black leaves, 5 x 7	\$1.90

THE "WEEK-END" ALBUM

Just the thing to use for sending to a friend the pictures made during a week-end or other brief visit. Made on the loose-leaf plan, covers of sheep-skin finished on the outside in craftsman style, of a brownish olive hue, with the under side unfinished.

No. 1—12 black leaves, 3 x 4½ inches	\$.35
Extra leaves per dozen	.08
No. 2—12 black leaves, 5 x 6 inches	.50
Extra leaves per dozen	.12

Trade Discount 30%.

ARTIST'S ALBUM

Loose-leaf system, silk lacing.

No. 1, black leaves; No. 2, white leaves; No. 3, Sepia leaves, 5½ x 7	\$.35	No. 4, black leaves; No. 5, white leaves; No. 6, Sepia leaves, 7 x 10	\$.50
Extra leaves, package of 5	.12	Extra leaves, package of 5	.15

SNAP-SHOT ALBUM

Substantial card covering, soft black leaves.

No. 19. 20 pages 5½ x 7	\$.18	No. 18. 20 pages, 7 x 10	\$.22
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KODAK FILM NEGATIVE ALBUM

These albums afford a safe, convenient and efficient way of keeping film negatives. Each leaf is, itself, an envelope, and the negatives do not come in contact with each other. The index furnishes a ready reference.

PRICE

For 100 negatives, 2½ x 4¼, or smaller	\$1.00
For 100 negatives, 3¼ x 5½, or smaller	1.25
For 100 negatives, 3¼ x 4¼, 2⅞ x 4⅞, or 4 x 5	1.25
For 100 negatives, 5 x 7, or smaller	1.75

Trade Discount 33⅓%

CHANGES IN PRICES

Brownie Safelight Lamps	\$1.50
Trade Discount 33⅓%	

Eastman Loose Leaf Studio Registers

Each, complete	\$5.00
Extra sheets for above, in packages of 100 and index	2.00
Extra Index	1.00
Extra Binders	2.50

Above prices are net—no discount.

Eastman Printing Frames

2¼ x 7, for No. 1 Panoram negatives	\$.45
3½ x 12, for No. 4 Panoram negatives	.90
Trade Discount 33⅓%	

Extra Dryer Rolls for Majestic Print Dyes

No. 1	\$4.00
No. 2	3.50
No. 3	3.25
Trade Discount 25%	

Extra Muslin Faced Blotters

For use with Dryers Nos. 1 and 2	each \$3.00
For use with Dryer No. 3	each 2.25
Trade Discount 25%	

B. & L. Lenses

B. & L. Kodak Anastigmat.	B. & L. Extreme Wide Angle Series V.
B. & L. Tessar Series Ic.	and other B. & L. Anastigmat Lenses.
B. & L. Tessar Series Iib.	

List prices unchanged. Trade Discount 20%.

Graflex Cameras Equipped with B. & L. Lenses

Hereafter the camera and lens, as a unit, will be billed at 32%, trade discount.

R. B. Cycle Graphic Cameras

Prices without lens as follows:

4 x 5	\$71.50	6½ x 8½	\$107.50
5 x 7	90.50	8 x 10	136.00

Trade Discount 32%.

These cameras when supplied with lenses will be billed at the proper list prices less 32% discount.

Eastman Permanent Crystal Pyro

1 oz. bottle	\$.50	½ lb. bottle	\$2.95
¼ lb. bottle	1.55	1 lb. bottle	5.75

Trade Discount 33⅓%. In 100 oz. lots, assorted, 40%

No More

We are unable to supply any more Autotime Scales.

CHANGES IN PRICES EFFECTIVE JAN. 29th, 1919

F. & S. Finger Print Camera, complete	\$ 44.00
No. 1A Graflex, without lens	83.00
No. 3A Graflex, without lens	98.00
Auto Graflex, without lens, $3\frac{1}{4} \times 4\frac{1}{4}$	69.00
Auto Graflex without lens, 4×5	81.00
Auto Graflex, without lens, 5×7	104.00
Auto Graflex Junior, without lens	48.00
Revolving Back Graflex Junior, without lens	81.00
Compact Graflex, without lens, $3\frac{1}{4} \times 5\frac{1}{2}$	92.00
Compact Graflex, without lens, 5×7	121.00
Telescopic Revolving Back Graflex, without lens, $3\frac{1}{4} \times 4\frac{1}{4}$	110.00
Telescopic Revolving Back Graflex, without lens, 4×5	121.00
Revolving Back Auto Graflex, without lens, $3\frac{1}{4} \times 4\frac{1}{4}$	121.00
Revolving Back Auto Graflex, without lens, 4×5	138.00
Press Graflex, without lens, 5×7	144.00
Home Portrait Graflex, without lens, 5×7	173.00
Stereo Auto Graflex, without lens, 5×7	184.00
No. O Graphic Camera, $1\frac{1}{8} \times 2\frac{1}{2}$	52.00
Graflex Enlarging Camera	39.00
Naturalists' Graflex, without lens, 4×5	184.00
Revolving Back Cycle Graphic, with R. R. lens, 4×5	78.00
Revolving Back Cycle Graphic, with R. R. lens, 5×7	98.00
Revolving Back Cycle Graphic, with R. R. lens, $6\frac{1}{2} \times 8\frac{1}{2}$	121.00
Revolving Back Cycle Graphic, with R. R. lens, 8×10	155.00
Speed Graphic, without lens, $3\frac{1}{4} \times 4\frac{1}{4}$	63.00
Speed Graphic, without lens, 4×5	67.00
Speed Graphic, without lens, $3\frac{1}{4} \times 5\frac{1}{2}$	69.00
Speed Graphic, without lens, 5×7	81.00
Stereoscopic Graphic, without lens	115.00

DEALERS' DISCOUNT—32%.

The billing price of the above cameras when supplied with all lenses that we list will be figured at the prevailing price of camera plus an extra charge for the lens supplied at the prevailing price of the lens fitted, less 32% on the complete outfit.

Graflex Focal Plane Shutter to match

Cycle Graphic Cameras, 4×5	\$29.00
Cycle Graphic Cameras, 5×7	31.00
Cycle Graphic Cameras, $6\frac{1}{2} \times 8\frac{1}{2}$	35.00
Cycle Graphic Cameras, 8×10	37.00

DEALERS' DISCOUNT—25%.

Graflex Roll Holder, $2\frac{1}{4} \times 3\frac{1}{4}$	\$11.00
Graflex Roll Holder, $3\frac{1}{4} \times 4\frac{1}{4}$	11.50
Graflex Roll Holder, $3\frac{1}{4} \times 5\frac{1}{2}$	13.00
Graflex Roll Holder, 4×5	13.00
Graflex Roll Holder, 5×7	14.00

DEALERS' DISCOUNT—30%.

Graflex Magazine Plate Holder, $2\frac{1}{4} \times 3\frac{1}{4}$	\$14.00
Graflex Magazine Plate Holder, $3\frac{1}{4} \times 4\frac{1}{4}$	16.00
Graflex Magazine Plate Holder, 4×5	17.50
Graflex Magazine Plate Holder, $3\frac{1}{4} \times 5\frac{1}{2}$	18.00
Graflex Magazine Plate Holder, 5×7	19.50

DEALERS' DISCOUNT—30%.

Graflex Film Pack Adapter, $2\frac{1}{4} \times 3\frac{1}{4}$	\$5.75
Graflex Film Pack Adapter, $3\frac{1}{4} \times 4\frac{1}{4}$	6.50
Graflex Film Pack Adapter, 4 x 5	7.00
Graflex Film Pack Adapter, $3\frac{1}{4} \times 5\frac{1}{2}$	7.00
Graflex Film Pack Adapter, 5 x 7	9.50

DEALERS' DISCOUNT—30%.

Carry Cases for—

No. 1A Graflex	\$ 9.00
No. 3A Graflex	11.00
Auto Graflex and Roll Holder, $3\frac{1}{4} \times 4\frac{1}{4}$	10.00
Auto Graflex and Roll Holder, 4 x 5	11.50
Auto Graflex and Roll Holder, 5 x 7	17.00
Auto Graflex and Magazine Plateholder, $3\frac{1}{4} \times 4\frac{1}{4}$	11.00
Auto Graflex and Magazine Plateholder, 4 x 5	13.00
Auto Graflex and Magazine Plateholder, 5 x 7	18.00
Auto Graflex Junior and Roll Holder	8.00
Auto Graflex Junior and Magazine Plateholder	10.00
R. B. Graflex Junior and Roll Holder	9.00
R. B. Graflex Junior and Magazine Plateholder	10.50
Compact Graflex and Roll Holder, $3\frac{1}{4} \times 5\frac{1}{2}$	11.00
Compact Graflex and Roll Holder, 5 x 7	15.50
Compact Graflex and Magazine Plateholder, $3\frac{1}{4} \times 5\frac{1}{2}$	12.00
Compact Graflex and Magazine Plateholder, 5 x 7	17.00
Telescopic R. B. Graflex and Roll Holder, $3\frac{1}{4} \times 4\frac{1}{4}$	11.50
Telescopic R. B. Graflex and Roll Holder, 4 x 5	14.00
Telescopic R. B. Graflex and Magazine Plateholder, $3\frac{1}{4} \times 4\frac{1}{4}$	12.00
Telescopic R. B. Graflex and Magazine Plateholder, 4 x 5	15.00
Revolving Back Auto Graflex and Roll Holder, $3\frac{1}{4} \times 4\frac{1}{4}$	13.00
Revolving Back Auto Graflex and Roll Holder, 4 x 5	15.50
Revolving Back Auto Graflex and Magazine Plateholder, $3\frac{1}{4} \times 4\frac{1}{4}$	14.00
Revolving Back Auto Graflex and Magazine Plateholder, 4 x 5	17.00
Press Graflex and Roll Holder	21.00
Press Graflex and Magazine Plateholder	22.00
Home Portrait Graflex and Roll Holder	21.00
Home Portrait Graflex and Magazine Plateholder	23.00
Stereo Auto Graflex and Roll Holder	14.50
Stereo Auto Graflex and Magazine Plateholder	15.50
No. O Graphic	6.00
Naturalists' Graflex	28.00
Speed Graphic, $3\frac{1}{4} \times 4\frac{1}{4}$	10.00
Speed Graphic, 4 x 5	10.50
Speed Graphic, $3\frac{1}{4} \times 5\frac{1}{2}$	10.50
Speed Graphic, 5 x 7	13.50
Stereoscopic Graphic	14.00
Leather Case for six $2\frac{1}{4} \times 3\frac{1}{4}$ Plateholders	6.00
Leather Case for six $3\frac{1}{4} \times 4\frac{1}{4}$ Plateholders	6.50
Leather Case for six 4 x 5 Plateholders	7.00
Leather Case for six $3\frac{1}{4} \times 5\frac{1}{2}$ Plateholders	7.00
Leather Case for six 5 x 7 Plateholders	8.00

DEALERS' DISCOUNT—25%.

No. 1A Graflex Lens Board	\$0.60
No. 3A Graflex Lens Board	.70
Auto Graflex Lens Board, $3\frac{1}{4} \times 4\frac{1}{4}$	.70
Auto Graflex Lens Board, 4 x 5	.70
Auto Graflex Lens Board, 5 x 7	.85
Compact Graflex Lens Board, $3\frac{1}{4} \times 5\frac{1}{2}$	.70

Compact Graflex Lens Board, 5 x 7	\$.85
Telescopic Revolving Back Graflex Lens Board, $3\frac{1}{4}$ x $4\frac{1}{4}$	.70
Telescopic Revolving Back Graflex Lens Board, 4 x 5	.80
Revolving Back Auto Graflex Lens Board, $3\frac{1}{4}$ x $4\frac{1}{4}$	.70
Revolving Back Auto Graflex Lens Board, 4 x 5	.80
Press Graflex Lens Board	.85
Home Portrait Graflex Lens Board	.95
Stereo Auto Graflex Lens Board	2.30
Graflex Enlarging Camera Lens Board	.45
Revolving Back Cycle Graphic Lens Board, 4 x 5	.50
Revolving Back Cycle Graphic Lens Board, 5 x 7	.60
Revolving Back Cycle Graphic Lens Board, $6\frac{1}{2}$ x $8\frac{1}{2}$	.70
Revolving Back Cycle Graphic Lens Board, 8 x 10	.70
Speed Graphic Lens Board, $3\frac{1}{4}$ x $4\frac{1}{4}$	.50
Speed Graphic Lens Board, 4 x 5	.70
Speed Graphic Lens Board, $3\frac{1}{4}$ x $5\frac{1}{2}$	.70
Speed Graphic Lens Board, 5 x 7	.80
Stereoscopic Graphic Lens Board	.85

DEALERS' DISCOUNT—30%.

Roll Holder for No. 12 Premo

To permit the use of roll film with this popular Premo Camera . . . \$12.00
Trade Discount 30%.

Now Omitted

Packages of Potassium Bromide are no longer being supplied in Developing and Printing Outfits, because it is really unnecessary with the chemicals provided in the outfits.

Eastman Spotting Colors

A set of four colors—Black, Blue, Red and White—especially prepared for use on prints and negatives, amateur and professional alike. A most useful accessory for everyone who makes negatives or prints.

Per set . . . each \$.40

Trade Discount 25%.

Subject to Change Without Notice

We feel that it is well to remind our customers that prices on all the items we offer for sale are subject to change without notice and that we accept orders on the sole condition that the billing be done on the basis of prices current on day of shipment. Conditions are not yet so far improved, nor have they approached normal closely enough, to warrant any definite change in the highly desirable direction of stable prices. We shall be far more glad when prices are once more stabilized than any of our dealers can possibly appreciate.

8-Inch Special Only

The above is the only Squeegee we can furnish, the stock of the other sizes being exhausted and no more being available.

Price of Tozol Reduced

1 oz. bottle	\$.92	$\frac{1}{2}$ lb. bottle	\$6.40
$\frac{1}{4}$ lb. bottle	3.30	1 lb. bottle	12.50

Trade Discount 33 $\frac{1}{3}$ %.



Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 11.

TORONTO, CANADA

March, 1919.

Parcel Post Insurance

Owing to repeated requests from our dealers, we have completed arrangements to protect with adequate insurance all shipments we make by parcel post. This insurance protects against loss by fire, theft, breakage, non-delivery or loss from any other cause while the goods are in the mail.

The rates for this insurance are as below:

On shipments of value from \$ 1.00 up to and not exceeding \$ 15.00.....	\$.03
On shipments of value from 15.00 up to and not exceeding 25.00.....	.05
On shipments of value from 25.00 up to and not exceeding 50.00.....	.10
On shipments of value from 50.00 up to and not exceeding 75.00.....	.15
On shipments of value from 75.00 up to and not exceeding 100.00.....	.20

No single package will be insured for more than \$100.00 but any number of packages on the same invoice will be covered at the regular rate. For instance, a \$50.00 order which might have to be divided into five or six packages would all be insured for 10c. Orders of value above \$100.00 will be shipped in more than one parcel, the proper insurance charge being made for each.

Believing that all our customers will appreciate this protection, we will insure all parcel post shipments, unless we are instructed to the contrary. The premium for the insurance will be charged on the invoice, and this charge will show that the shipment is covered, no other notice being necessary.

In cases of loss, all adjustments will be made through us. If goods are not received, we should be notified promptly. If received in damaged condition, the goods with the original wrappers and packing should be returned to us immediately.

N. B.—Careful observance of the above procedure in case of loss is essential to the making of satisfactory adjustment.

See Page 9 for Revised Camera Prices

F. O. B. Toronto

Every dealer knows that our quotations are f. o. b. Toronto and that when we deliver a shipment to the Express or Railway Company, getting a receipt for the correct number of pieces in good order, our responsibility is at an end. We cannot to be held to undertake safe delivery of shipments, nor can we be held responsible for loss incurred by the dealer through goods in transit being burned, pilfered, damaged or lost.

Shipments by Express, of whatever value, are made in strict accordance with directions—on the particular order—that is to say, if a dealer does not direct us to declare the value of the shipment made to him, it is not declared. Where we are so directed, the value is declared, entailing an additional charge. We can't pledge ourselves to observe a general request to declare value—the request should be made on the particular order.

In the absence of specific instructions to declare, we don't feel that we have any authority to put the dealer to this extra expense. Another point to be noted is that clearly value can't be declared until the invoice is made out, so that declaration of value entails delay in shipment as well as an additional transportation expense.

Future Delivery Order

Manufacturing conditions will adjust themselves shortly, we hope, so that deliveries may be made promptly enough to keep pace with the fluctuating prices made necessary by market conditions.

Until such conditions become more nearly normal, it should be remembered that orders can be accepted only as subject to the prevailing prices, on the dates on which we are in a position to make delivery.

This applies also in instances where dealers order goods for the following month's account. All prices depend on conditions beyond our control and are subject to change at any time.

Examine Your Shipments Carefully

If a box or package is received in good condition and found short when checked with the invoice, do not assume that we omitted the items, but call your express or freight agent to send an inspector to your place to check the contents with you and note any evidence of pilferage that may show on the box, or wrapping. The express company is striving to prevent pilferage, and will appreciate your honest efforts to help in the matter when it concerns yourself.

Instruct your receiving clerks to use more caution in receiving goods and look for evidence which will make the collection of claims more certain. The following letter recently received, reporting shortage, shows the proper course to pursue:

Dear Sirs:

Kindly send us express receipt for the goods shipped us December 16, 1918, (D-20661).

The box or carton arrived in bad order, the top having been pried open and the following cameras missing, but the boxes were still in the carton, the cameras having been stolen and the thief putting the empty box back,

tying the carton shut with a piece of binder twine.

- 1—No. 2 Folding Brownie.
- 1—No. 3A Folding Brownie RR,
- 1—No. 1A Jr. Auto Kodak.

Hoping to receive same in a few days, we are

Yours truly,

We are glad to assist our dealers in placing claims, but nothing can be accomplished unless there is a report of bad order, or inspection made when the shipment is received.

While They Last

There are still a few Kodak Film Cabinets left and if you wish to keep your film stock neat, orderly and always accessible, and at the same time attractively displayed, you ought to take advantage of this opportunity to get one, at cost, while they last. Those dealers who have been quick to take advantage of this offer, would not do without them. They will last indefinitely; will save shelf-room and give an up-to-the-minute impression to the customer, which is altogether worth cultivating.

If you act quickly, there is still time to get one. The price has not changed (\$5.00 net each), although the cost of steel has just about doubled and a reorder would mean that you could not obtain one for anywhere near this price.

Roll Holder for No. 12 Premo Camera

We are in a position to supply Roll Holders for the No. 12 Premo, which are interchangeable with plate holder, for the purpose of accommodating Graflex Roll Holder Film.

Roll Holder for No. 12 Premo, \$12.00
Trade Discount 30%.

Extra Clips for Dental Film Hangers

We are prepared to supply extra clips for dental film developing hangers at \$.60 per dozen.

Discount, 25%.

Albums Discontinued

Since the publication of our February number, our stock of Hercules, Trojan and Nile albums has been exhausted. We shall not be getting new supplies of the styles named and can accept no further orders for them. Please revise your Condensed Price List to agree with the above.

Ferrotypes Plates

Reduction in Price.

Size.	Price.
10 x 14, light.....	\$.30
10 x 14, heavy.....	.45
18 x 24, heavy.....	1.50
Trade Discount 25%.	

B. E. (Composition) Trays

Reduction in Price.

Size.	Price.
3 x 8½.....	\$.45
4 x 6.....	.22
4½ x 14.....	.90
5 x 8.....	.45
7 x 9.....	.75
8 x 10.....	.95

Trade Discount 25%. In lots of 100 or more assorted Trade Discount is 25% and 10%.

Sodium Carbonate

Advance in Price.

Size.	Price.
1 lb. bottle.....	\$.33
5 lb. bottle.....	1.20
1 lb. can.....	.24
5 lb. can.....	1.05
25 lb. can.....	4.50

Trade Discount 33⅓%. On 48—1-lb. cans (not bottles) the discount is 33⅓% and 10%.

Price Changes

Kodak and Brownie Carrying Cases:

For Brownie No. 0.....	\$.85
For No. 2 Brownie	1.10
For No. 2A Brownie	1.25
For No. 2C Brownie	1.35
For No. 3 Brownie.....	1.35
For No. 2 Folding Auto-graphic Brownie	1.40
For No. 2A Folding Auto-graphic Brownie.....	1.50
For No. 2C Folding Auto-graphic Brownie.....	1.55
For No. 3A Folding Auto-graphic Brownie.....	1.65
For No. 3 Autographic Kodak Special.....	4.00
For No. 3A Autographic Kodak Special.....	4.50
For No. 4 Panoram Kodak	6.75
Trade Discount 30%.	

Shoulder Straps:

$\frac{1}{2}$ x 66-inch	.70
$\frac{5}{8}$ x 74-inch	.85
Trade Discount 30%.	

Premo Carrying Cases:

For Premo Jr., No. 1.....	1.20
Do., No. 1A	1.35
Do., No. 3	1.45
For Premoette Jr., No. 1...	1.75
For No. 2 Cartridge Premo.	1.20
Do., No. 2A	1.40
Do., No. 2C	1.50
For No. 2 Folding Cartridge Premo	1.40
Do., No. 2A	1.50
Do., No. 2C	1.55
Do., No. 3A	1.65
Trade Discount 30%.	

Kodak Maskit Printing Frame:

$3\frac{1}{4}$ x $4\frac{1}{4}$	.45
$3\frac{1}{4}$ x $5\frac{1}{2}$	.50
5 x 7	.60
Trade Discount 33 $\frac{1}{3}$ %.	

No. 3A F.P.K. Special:

Combination Back.....	5.00
Trade Discount 32%.	

Kodak Dry Mounting Press:

5 x 7	20.90
Trade Discount 20%.	

Eastman Print Roller:

Single	\$4.50
No. 1, double.....	5.00
Trade Discount 25%.	

Transparent Gauge:

For No. 1 Kodak Trimming Board	.40
Trade Discount 33 $\frac{1}{3}$ %.	

Eastman Electric Tacking Iron:

Each	11.00
Trade Discount 20%.	

Eastman Tripod Brace:

Each	1.50
Trade Discount 33 $\frac{1}{3}$ %.	

R.O.C. Tripod Truck:

No. 1.....	1.50
No. 2.....	1.75
Trade Discount 33 $\frac{1}{3}$ %.	

Kodak Film Clips:

Wood, 5-inch, per pair.....	.25
Trade Discount 25%.	

Squeegees:

8-inch, Special.....	.85
Trade Discount 25%.	

Lenses

Discount Lengthened.

B. & L. Kodak Anastigmat,
B. & L. Tessar Series 1C,
B. & L. Tessar Series 11B,
B. & L. Extreme Wide Angle Series V
and all other B. & L. Anastigmat
Lenses.

No change in list—Trade Disc. 32%.

*Contrast Velvet
Velox*

Produces brilliant prints
from weak, flat negatives.

P. M. C. BROMIDE PAPERS

- No. 2. Heavy, smooth; suitable for large prints.
 No. 3. Heavy, rough paper for crayon or air-brush work.
 No. 4. Glossy paper, for prints requiring a very high gloss finish.
 No. 5. Matte surface, suitable for contact or enlarged prints. Surface well suited to crayon or air brush work.
 No. 6. Smooth Matte surface, double weight.
 No. 7. Rough surface, double weight.
 No. 8. BUFF—Double weight, medium rough surface.

SINGLE WEIGHT

DOUBLE WEIGHT

DOZEN	1/2 GROSS	GROSS	SIZE	DOZEN	1/2 GROSS	GROSS
\$.10	\$.60	\$ 1.00	1 3/8 x 2 1/2	\$.15	\$.75	\$ 1.25
.10	.60	1.00	2 1/2 x 2 1/2	.15	.75	1.25
.10	.60	1.00	2 1/2 x 4 1/4	.15	.75	1.25
.10	.60	1.00	3 x 4	.15	.75	1.25
.15	.70	1.25	3 1/2 x 3 1/2	.18	.90	1.55
.15	.70	1.25	3 1/4 x 4 1/4	.18	.90	1.55
.15	.70	1.25	3 1/2 x 4	.18	.90	1.55
.15	.70	1.25	4 x 4	.18	.90	1.55
.15	.70	1.25	3 1/4 x 5 1/2	.18	.90	1.55
.15	.70	1.25	4 1/4 x 4 1/4	.18	.90	1.55
.20	.95	1.75	3 1/4 x 6	.25	1.20	2.20
.20	.95	1.75	4 x 5	.25	1.20	2.20
.20	.95	1.75	3 7/8 x 5 1/2 Cabinet	.25	1.20	2.20
.20	.95	1.75	3 7/8 x 5 7/8	.25	1.20	2.20
.20	.95	1.75	4 1/4 x 5 1/2	.25	1.20	2.20
.20	.95	1.75	4 x 6	.25	1.20	2.20
.25	1.50	2.35	4 1/4 x 6 1/2	.30	1.85	3.00
.30	1.60	2.60	4 3/4 x 6 1/2	.40	2.05	3.25
.30	1.80	3.00	5 x 7	.40	2.30	3.75
.35	1.90	3.10	5 x 7 1/2	.45	2.35	3.95
.35	2.00	3.35	5 x 8	.45	2.50	4.25
.40	2.10	3.60	3 1/2 x 12	.50	2.65	4.55
.40	2.20	3.75	5 1/2 x 7 3/4	.50	2.75	4.70
.45	2.50	4.35	6 x 8	.55	3.10	5.50
.50	2.80	5.00	6 1/2 x 8 1/2	.60	3.55	6.25
.55	3.10	5.60	7 x 9	.70	3.95	7.05
.65	3.60	6.55	7 1/2 x 9 1/2	.80	4.55	8.25
.70	4.00	7.50	8 x 10	.90	5.10	9.35
1.00	5.90	11.25	10 x 12	1.25	7.45	14.05
1.35	7.80	14.35	11 x 14	1.70	9.80	18.00
1.50	9.00	16.85	12 x 15	1.85	11.35	21.10
2.00	11.85	22.50	14 x 17	2.50	14.85	28.10
2.75	15.60	30.00	16 x 20	3.45	19.55	37.50
2.85	16.55	31.85	17 x 20	3.60	20.75	39.85
3.35	20.00	38.75	18 x 22	4.25	25.00	48.45
4.00	23.75	46.25	20 x 24	5.00	29.70	57.80

Special cut sizes furnished at proportionate prices on orders of a dozen or more amounting to \$1.00 list or more.

P. M. C. BROMIDE PAPER IN ROLLS

SINGLE WEIGHT

DOUBLE WEIGHT

\$ 1.70	10 ft. Rolls, 20"	\$ 2.10
3.40	10 ft. Rolls, 40"	4.25
5.00	10 yd. Rolls, 20"	6.25
10.00	10 yd. Rolls, 40"	12.50

Any width up to 40 inches, other than the above, furnished in rolls not less than 10 yds. in length.

P. M. C. POST CARDS

Matte and Glossy

Per Doz.	2 Doz.	1/2 Gross	Gross	500
\$.20	\$.35	\$.95	\$ 1.70	\$ 4.40

Trade Discount 25%.

Are You Prepared to Show our Returning Soldiers Suitable Albums for the Pictures They Are Bringing With Them?

They all have pictorial souvenirs of their stay in Europe, for which the proper keeping place is an album. Good albums at favorable prices are :—

Balmoral

Open back, loose-leaf style. Genuine leather cover, square corners.

Westminster

Loose-leaf style, with cord passing through metal tubes to hold leaves in place. Seal-grain imitation leather cover.

Glendale

Linen finish cloth cover, open back, loose-leaf design.

Apollo

Solid bound, rounded back. Black cover of watered silk, has pocket for loose prints.

Forum

Flexible black leather, embossed cloth cover. Solid bound.

Tiber

A flexible loose-leaf album, with imitation leather cover.

For list prices, see February Trade Circular.

Trade Discount 40%.

In assorted lots, of value from \$50.00 to \$100.00—40% and 10%.

In assorted lots, of value from \$100.00 and upwards—40%, 10% and 10%.

Are You Resuming?

One effect of the War was that a good many dealers who did Amateur Finishing were forced, through shortage of help, to suspend the activities of this profit-producing department. Many of them are resuming this service to their customers and we name below, as a reminder, some accessories that are required to get the work done properly.

Kodak Jr. Film Clips

No 1 is the thing to use for development and drying of the smaller sizes. No. 2 is 3 inches wide and is suited to handling the larger films. Both have special jaws to give a firm hold on the wet film.

Hangers for Developing Tanks

In 3 Widths.

7 1/2 inches for	8 x 8 tanks,	top dimensions.
9 1/2 " " "	10 x 20 " "	" "
11 1/2 " " "	12 x 20 " "	" "

Made of metal that will resist the corroding action of the various solutions used.

Thermometer Stirring Rod

Avoid wasting prints through improper temperature. Handy and reliable.

Eastman Timer

Temperature and time are most important factors in printing. The Eastman Timer makes it easy to have uniform exposures.

Majestic Print Dryers

Enable you to get through the tedious process of drying, quickly and safely.

Kodak and Brownie Safelight Lamps

May be used with any series of safelight, affording ample and safe illumination.



KODAK

*Will bring back the joys
of your Vacation.*

796



With an
**Autographic
Kodak**

*you can write the date and data
on the film—at the time.*

797

New Street Car Cards

Above are depicted two new Street Car Signs, which are ready for immediate delivery. The illustrations do not do justice to them, for the bodies of the cards are in two colors while the pictures are in three and four colors. Obviously they are not intended for general distribution and they can only be furnished for *bona fide* street car

advertising. The dealer's name is printed by us in the space provided and the address too, if desired.

We will not supply the same design to more than one dealer in one town and our rule must be—first come, first served. When ordering please let us know the exact number you will need. They will be supplied gratis.

General Advance in Camera Prices

Effective March 24th, 1919

Kodaks.

Vest Pocket Autographic Kodak	\$ 9.00
Do., with Rapid Rectil. Lens.	10.50
Vest Pocket Auto. Kodak Spec.	16.00
Do., with Kodak Anastig. 6.9.	21.50
Do., with B. & L. Anastig. 6.9.	32.50
No. 1 Autographic Kodak Jr.	12.50
Do., Focusing Model.	12.50
Do., with Rapid Rectil. Lens.	14.00
Do., with Kodak Anastig. Lens	19.75
No. 1A Autographic Kodak Jr.	14.50
Do., Focus'g Model with Scale	14.50
Do., with Rapid Rectil. Lens.	16.75
Do., with Kodak Anas. Lens	23.00
No. 2C Autographic Kodak Jr.	16.75
Do., with Rapid Rectil. Lens.	18.75
Do., with Kodak Anastig. 7.7.	25.25
No. 3A Autographic Kodak Jr.	18.75
Do., with Rapid Rectil. Lens.	21.50
Do., with Kodak Anas. Lens.	28.00
No. 1A Autographic Kodak	20.00
Do., with Kodak Anas. Lens.	26.25
No. 3 Autographic Kodak	21.00
Do., with Kodak Anas. Lens.	27.25
No. 3A Autographic Kodak	25.25
Do., with Kodak Anas. Lens.	31.50
No. 1 Auto. Kodak Spec. K.A.6.3	48.00
Do., with B. & L. Kodak Anas.	61.00
Do., with B. & L. Spec. Anas.	48.00
Do., with B. & L. Tessar Lens	
IIB.	75.00
Do., with B. & L. Tessar Lens	
Series 1C	77.00
No. 1A Autog. Kodak Special	
K.A. 6.3	53.50
Do., with B. & L. Kodak Anas.	67.50
Do., with B. & L. Tessar Lens	
Series IIB.	81.50
No. 3 Autographic Kodak Spec.	53.50
Do., with B. & L. Kodak Anas.	67.50
Do., with B. & L. Tessar Lens	
Series IIB.	81.50
No. 3A Autographic Kodak Spec.	64.00
Do., with B. & L. Kodak Anas.	86.50
Do., with B. & L. Tessar Lens	
Series IIB.	105.50
Stereo Kodak Model 1	53.50
No. 1 Panoram Kodak	17.50
No. 4 Panoram Kodak	28.00

Brownie Cameras.

No. 0 Brownie	\$ 2.15
No. 2 Brownie	3.00
No. 2A Brownie	3.75
No. 3 Brownie	4.80
No. 2C Brownie	4.80

No. 2 Folding Autog. Brownie	8.60
Do., with Rapid Rectil. Lens.	10.25
No. 2A Folding Autog. Brownie	9.75
Do., with Rapid Rectil. Lens.	11.75
No. 2C Folding Autog. Brownie	12.50
Do., with Rapid Rectil. Lens.	14.50
No. 3A Folding Autog. Brownie	13.50
Do., with Rapid Rectil. Lens.	16.00

Enlarging and Reducing.

Vest Pocket Kodak Enlarging	
Camera	\$ 2.75
No. 2 Brownie Postcard Enlarg.	
Camera	2.75
No. 2 Brownie Enlarg. Camera.	3.20
No. 3 Brownie Enlarg. Camera.	4.30
No. 4 Brownie Enlarg. Camera.	4.80
Kodak Enlarging Outfit	19.00
Eastman Enlarging Outfit (with	
ground glass)	125.00
Eastman X-Ray Reducing	
Camera	130.00

Premo Cameras.

Premo Jr. No. 1	\$ 3.00
Premo Jr. No. 1A	3.75
Premo Jr. No. 3	4.80
Premoette Jr. No. 1	8.50
Do., with Planatograph Lens.	10.75
Do., with Kodak Anastigmat.	17.25
Premoette Jr. No. 1 Special	48.00
Premoette Jr. No. 1A	8.50
Do., with Planatograph Lens.	10.75
Do., with Kodak Anastigmat.	17.00
Premoette Jr. No. 1A Special	51.50
Premoette Senior, 2½ x 4¼	13.25
Premoette Senior, 3¼ x 4¼	13.25
Premoette Senior, 3¼ x 5½	17.00
Do., with Kodak Anas. 2½x4¼	20.00
Do., with Kodak Anas. 3¼x4¼	20.00
Do., with Kodak Anas. 3¼x5½	23.50
Pocket Premo, 2¼x3¼	10.75
Cartridge Premo No. 2	3.00
Cartridge Premo No. 2A	3.75
Cartridge Premo No. 2C	4.80
Folding Cartridge Premo No. 2	7.50
Do., with Rapid Rectil. Lens.	9.00
Folding Cartridge Premo No. 2A	8.50
Do., with Rapid Rectil. Lens.	10.75
Folding Cartridge Premo No. 2C	11.25
Do., with Rapid Rectil. Lens.	13.25
Folding Cartridge Premo No. 3A	12.25
Do., with Rapid Rectil. Lens.	15.00
Premo No. 8, Planatograph Lens,	
4 x 5	21.25

Do., for $3\frac{1}{4} \times 5\frac{1}{2}$ negatives...	21.25	Do., Graflex with Kodak Anas.	
Do., for 5x7 negatives.....	29.25	f.4.5 No. 31.....	114.50
Do., with Kodak Anas. $3\frac{1}{4} \times 5\frac{1}{2}$	27.50	Do., Graflex with B. & L. Tess-	
Premo No. 12, B.B. Shutter, R.R.		sar lens, Series 1C f.4.5.....	121.00
Lens	19.75	3A Graflex without lens. $3\frac{1}{4} \times 5\frac{1}{2}$	104.50
Do., with Kodak Anastig. 7.7.	26.00	Do., Graflex with B. & L. Kod-	
Do., with Compound Shutter		ak Anastig. f.6.3 No. 4.....	123.00
and B. & L. Tessar Series IIB	49.00	Do., Graflex with Kodak Anas.	
Do., with Optimo Shutter and		f.4.5 No. 33.....	144.00
B. & L. Kodak Anastigmat..	59.00	Do., Graflex with B. & L. Tess-	
Do., with B. & L. Spec. Anas.	46.00	sar lens Series 1C f.4.5 No.	
Do., with Kodak Anastig. 6.3.	46.00	15A.....	153.50
Do., with B. & L. Tessar Series		$3\frac{1}{4} \times 4\frac{1}{4}$ Auto. Graflex without	
IIB 6.3.....	72.00	lens, incl. 1 dbble. plate holder	74.00
Do., with B. & L. Tessar Series		Do., with B. & L. Anastig. lens	
IC 4.5.....	74.00	f.6.3 No. 2.....	89.50
Premo No. 9, Planatograph Lens,		Do., with Kodak Anastig. lens	
$3\frac{1}{4} \times 5\frac{1}{2}$	40.50	f.4.5 No. 31.....	101.50
Do., 4 x 5.....	40.50	Do., with B. & L. Tessar lens	
Do., 5 x 7.....	47.50	Series 1C f.4.5 No. 14.....	108.00
Do., Kodak Anastig. $3\frac{1}{4} \times 5\frac{1}{2}$..	46.50	4 x 5 Auto Graflex without lens	86.00
Do., Kodak Anastig. 4x5.....	46.50	Do., with B. & L. Kodak An-	
Do., Kodak Anastig. 6.3 Opti-		astig. f.6.3 No. 3.....	101.00
mo Shutter, $3\frac{1}{4} \times 5\frac{1}{2}$	69.00	Do., with Kodak Anastig. f.4.5	
Do., Kodak Anastig. Optimo		No. 32.....	118.00
Shutter, 4x5.....	69.00	Do., with B. & L. Tessar lens	
Do., B. & L. Anastig. 6.3 Opti-		Series 1C f.4.5 No. 15.....	126.00
mo Shutter, $3\frac{1}{4} \times 5\frac{1}{2}$	85.00	5 x 7 Auto Graflex without lens.	110.50
Do. B. & L. Anastig. 6.3 Opti-		Do., with B. & L. Kodak Anas.	
mo Shutter, 4x5.....	81.50	tig. f.6.3 No. 5.....	140.50
Do., B. & L. Anastig. 6.3 Opti-		Do., with Kodak Anastig.....	162.50
mo Shutter, 5x7.....	110.00	Do., with B. & L. Tessar lens.	174.00
Premo No. 10, 5x7.....	86.50	$2\frac{1}{4} \times 3\frac{1}{4}$ Auto Graflex Jr. with-	
Do., B. & L. Kod. Anas. Optimo	149.50	out lens.....	52.00
Do., B. & L. Protar Series VIIa		Do., with B. & L. Kodak An-	
No. 8 and Optimo Shutter..	200.00	astig. lens.....	68.50

View Cameras.

R.O.C. View Camera, 5x7.....	\$23.50	2 1/4 x 3 1/4 Revol. Back Graflex	
R.O.C. View Camera, 6 1/2 x 8 1/2...	26.00	Jr. without lens.....	86.00
R.O.C. View Camera, 8x10.....	29.00	Do., with B. & L. Kodak An-	
Empire State View Impr., 11x14	73.00	astig. lens.....	101.00
Eastman View Camera No. 1, 5x7	36.50	Do., Kodak Anastig. No. 3.....	118.00
Eastman View Camera No. 1,		Do., B. & L. Tessar lens	
6 1/2 x 8 1/2.....	39.50	Series 1C.....	125.00
Eastman View Camera No. 1,		$3\frac{1}{4} \times 5\frac{1}{2}$ Compact Graflex with-	
8x10.....	43.00	out lens.....	98.50
Eastman View Camera No. 2, 5x7	50.00	Do., with B. & L. Kodak An-	
Eastman View Camera No. 2,		astig. lens.....	117.50
6 1/2 x 8 1/2.....	52.00	Do., with Kodak Anastig.....	139.00
Eastman View Camera No. 2,		Do., with B. & L. Tessar lens.	148.00
8x10.....	57.00	5 x 7 Compact Graflex without	
Eastman View Camera No. 2,		lens.....	129.00
7x11.....	62.00	Do., with B. & L. Kodak An-	

Graflex Cameras.

1A Graflex without lens. $2\frac{1}{4} \times 4\frac{1}{4}$	\$88.50	Do., with Kodak Anastigmat.	178.50
Do., Graflex with B. & L. An-		Do., with B. & L. Tessar lens	
astig. f.6.3 No. 2.....	102.00	No. 16.....	190.00

3¼ x 4¼ Telesc. Revol. Back Graflex 117.00	No. 0 Graphic Enlarg..... 33.50
Do., with B. & L. Kodak An- astig. 127.50	Do., with R. R. Lens and Auto Shutter 39.50
Do., with Kodak Anastig....145.00	4 x 5 Revol. Back Cycle Graphic with R. R. Lens and Auto Shutter 72.00
Do., with B. & L. Tessar Series 1C 4.5 No. 15.....153.00	Do., with B. & L. Kodak An- astig, and Volute Shutter... 113.50
4 x 5 Telescopic Revolv. Back Graflex 129.00	Do., with B. & L. Protar VIIA No. 7 Volute Shutter.....158.50
Do., with B. & L. Kodak An- astig 156.50	5x7 Revol. Back Cycle Graphic. 90.00
Do., with Kodak Anastig....165.50	Do., with B. & L. Anastig. No. 5 Volute Shutter.....150.50
Do., with B. & L. Tessar Series 1C No. 16.....190.00	Do., with B. & L. Protar VIIA No. 10 Volute 194.00
3¼ x 4¼ Revol- Back Auto Graflex 129.00	6½ x 8½ Revolving Back Cycle Graphic 111.00
Do., with B. & L. Kodak An- astig. 156.50	Do., with B. & L. Kodak An- astig. No. 6 Volute Shutter.181.00
Do., with B. & L. Protar Series VIIA No. 10.....200.00	8x10 Revol. Back Cycle Graphic with R. R. lens and Auto Shutter 142.50
Do., with Kodak Anastig....165.50	3¼ x 4¼ Speed Graphic, no lens 67.50
Do., with B. & L. Tessar 1C No. 15A 174.50	Do., with B. & L. Kodak An- astig. No. 2..... 84.00
4 x 5 5 Revol. Back Auto Graflex.147.50	Do., with Kodak Anastig. No. 31 96.00
Do., with B. & L. Kodak An- astig. lens 188.00	Do., with B. & L. Tessar 1C f.4.5 102.50
Do., with Kodak Anastig....194.50	4 x 5 Speed Graphic, no lens... 71.00
Do., with B. & L. Tessar Series 1C No. 17.....253.00	Do., with B. & L. Kodak An- astig. No. 3..... 88.00
5 x 7 Press Graflex.....153.50	Do., with Kodak Anastig. No. 32 105.50
Do., with B. & L. Kodak An- astig. No. 5.....178.00	Do., B. & L. Tessar 1C No. 15.113.50
Do., with Kodak Anastig....200.00	3¼ x 5½ Speed Graphic, no lens 73.50
Do., with B. & L. Tessar Series 1C No. 16.....211.50	Do., B. & L. Kodak Anastig. No. 4 96.00
5 x 7 Home Portrait Graflex without lens 184.00	Do., Kodak Anastig. No. 33..117.50
Do., with B. & L. Tessar Series 1C No. 17.....285.00	Do., B. & L. Tessar Lens 1C No. 15A.....126.50
Do., with B. & L. Tessar Series 1C No. 18.....336.00	5 x 7 Speed Graphic, no lens... 86.00
5 x 7 Stereo Auto Graflex with- out lens 196.50	Do., with B. & L. Anas. No. 5.119.00
Do., with matched pair B. & L. Kodak Anastig. No. 3...223.00	Do., Kodak Anastig. No. 34..141.00
Do., with matched pair B. & L. Tessar 11B No. 5.....249.00	Do., B. & L. Tessar 1C No. 16.153.00
8 x 10 Graflex Enlarg. Camera.. 41.50	5 x 7 Stereo Graphic, no lens...123.00
Do., with B. & L. Kodak An- astig. No. 3..... 62.40	Do., with matched B. & L. Anas. No. 3.....159.30
	Do., with matched B. & L. Tessar 11B No. 4.....181.50
	Do., with matched B. & L. Protar VIIA No. 7.....250.00
	Do., with matched B. & L. Protar V No. 2.....157.00
	F. & S. Finger Print Camera... 41.00
	Kodak Box No. 2..... 5.25
	Trade Discounts remain unchanged.

Graphic Cameras.

4 x 5 Naturalist's Graflex with- out lens\$197.00
Do., with Turner Reich Con- vert Anastig. No. 6.....331.00
No. 0 Graphic, 1½x2½..... 55.50



*Have you a Kodak story
of the Children?*

It is easy to make with your Kodak or Brownie and easy to keep in a neat loose-leaf album. We shall be glad to help you in this most pleasant task. "At Home with the Kodak" is a booklet that contains a wealth of information on this subject and you may have a copy for the asking.

RICHARD ROE

Toilet Articles

999 Velox Square

Candy

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XV. No. 12.

TORONTO, CANADA

April, 1919.

Catalogues

The Kodak, the Premo and the Graflex catalogues are all in course of preparation and we are doing all we can to get them out earlier this year than has been the case for some time past, because we fully appreciate that the recent revisions in the prices of all cameras make it especially desirable that you should have catalogues at the earliest possible moment.

Of course each catalogue will be reviewed in the *Trade Circular* as usual, but our customers will realize that we are, quite properly, confining ourselves to coping with orders on hand for cameras rather than undertaking to exploit new models.

The cover design of the forthcoming Kodak Catalogue will arouse a wide general interest in Kodak stories of the children.

Need we repeat that the catalogues will be distributed on the same basis as heretofore prevailed, and that it is unnecessary to ask for a supply? You will receive some as soon as it is at all possible for us to get them to you. Later the booklets, abridged catalogues, will be available for more general distribution, and it's opportune to point out

that these booklets are for use on your mailing lists. Please do not use the large catalogues for this purpose, because they are too costly for that—to you for postage.

Kodak Leadership

On page 2 we print an article from the E. K. Co.'s Trade Circular, which, generally speaking, is of little interest to the merchants handling Kodak products in Canada, though in a particular sense it should afford them considerable gratification because it is another sample of Kodak leadership. We believe that our customers, after reading that article, will feel a deeper interest in things Kodak, and the more satisfaction in handling Kodak products, when it is realized that every facility of the modern sciences is used to make better the goods the dealer offers his customers. A point worth noting is that the Research Laboratory in Rochester serves in a consulting capacity plants in England and Australia, as well as Canada and the U. S., the general director being Dr. Mees, an Englishman, who is in the first rank of scientific experts on photography.

"Kodak Research Laboratory Enables America to Compete with the German Chemical Industry."

"The Kodak Research Laboratory is essentially a service institution. Its reason for being is to solve new problems and develop new ways of doing things. Until recently, however, its activities were confined mainly to the photographic and closely allied industries. But the war has helped tremendously to broaden its scope, and now it has been equipped for a venture which prominent industrial and university chemists claim, will provide one of the surest knockout blows to the hold the Germans formerly had on our chemical industries.

In a word, the Eastman Kodak Company has, at a great expense, launched a new department in the Research Laboratory for the manufacture of the rarer organic chemicals used in research work, the lack of which had already seriously hampered scientific investigations. Thus, the Kodak Research Laboratory will make America independent of Germany as a source of supply for these chemicals and provide an unselfish service of untold benefit to every industry in the land that depends on chemical research work. The Department of Synthetic Chemistry, as it is called, is under the direct charge of Dr. H. T. Clarke, well known for his activities and publications on organic chemistry.

Before this department was inaugurated, some chemicals for research work were prepared by universities, and a few others were available from industrial resources, but no one was able to offer a comprehensive assortment until the Kodak Research Laboratory took

hold of the job. The big reason for establishing the new department, therefore, was to insure the complete self-sufficiency and independence of this country in regard to these essential materials and particularly to free American chemical industries from German domination.

We have no idea that this business will prove directly profitable, or even self-supporting. But having our Research Laboratory equipment and resources, we believe it to be incumbent upon us to do our share in removing the handicaps that have heretofore prevented America from making the progress it should have made in the production of chemicals, and in a broad way we shall benefit from the general good which is sure to accrue."

P. M. C. Bromides, Nos. 6, 7 and 8

as described on page 5 of our last issue, will enable you to foster your business in Enlargements more than ever, because they are double-weight papers, and enlargements on this heavier stock are in great demand. No. 6 has smooth, matte surface, No. 7 is white stock, rough surface, and No. 8 is buff stock, rough surface.

ALBUMS

Bring you good profit and there is now practically a ready-made demand.

It pays to push them!

Good News

The old reliable is back on the market again—ELON. After an enforced absence of months, on account of war conditions, this, the best of developing agents for paper, once more is available to our customers.

ELON is the trade name under which we market the Sulphate of Monomethyl Paramidophenol, and this is identical in formula with ———, a German developing agent, which Fritz worked into being a household word, so to speak, in the photographic trade, all over the world. ELON, however, was universally conceded to be the superior of German ———. The German ——— was never half as successfully opposed by any other material as by ELON which is not tainted by anything German about it. ELON is not now made in Germany, and never was. The Armistice marked an easing off in the heavy demands on the production of this chemical for Military and Naval Photography and we seized the first opportunity to restore the old favorite.

ELON in combination with Hydrochinon is prescribed in the formulæ for our photographic products and the post-war ELON is fully worthy of its pre-war reputation for quality. Your customers can make no mistake in resuming the use of the tried and proven true—ELON—for we, who make the sensitized material with which its use is urged, know and assure you that nothing else can give the same uniform satisfaction. Kodak dealers will realize, without much casting up of figures, that if there were no alternative for ELON, the maximum volume of business could not

possibly be comparable with our business in sensitized goods and we need hardly, to them, labor the point that ELON is recommended and specified to protect our trade in papers, plates and films.

In fairness to all we shall for the time being supply ELON in 1 oz. and 4 oz. bottles only—orders for excessive quantities cannot be filled.

PRICE.

1 oz. bottle.....	\$2.10
¼ lb. bottle.....	8.00
Trade Discount 33⅓%.	

3A Film, both Auto-graphic and Non-Autographic

Kodak Film No. A-122, for the 3A size, has numbers on both edges of the red paper, so that the film can be used in either an Auto-graphic, or Non-Autographic Kodak. The numbers on the side nearest to the winding key (right side) when the film is in place, are for the old style Non-Autographic models, and the ones on the left side are for Autographic cameras. This is necessary because the windows are located in different places.

The hand on the right side pointing to the first number is lower down than the one on the left and as a result we have had stocks returned to us by dealers who thought they had Non-Autographic film. As a matter of fact all film No. A-122 may be used in either style camera.

Wratten and Wainwright Publications

To clear up the uncertainty that exists relative to the printed information dealing with W. & W. products, we show below the publica-

tions that are available, indicating the price of each. Dealers please note the discount and that these booklets are not given gratis, but supplied at a small charge less a discount.

An Atlas of Absorption Spectra.	\$2.50
Art and Practice of Photographing Paintings.....	.12
Orthochromatic Filters	.15
Modern Method of Photographing Furniture	.12
Photography of Colored Objects	.50
Photomicrography	.15
Wratten Light Filters.....	.20
Trade Discount 33⅓%.	

Waterproof Dark-room Benches and Shelves

It is almost impossible to keep dark-room benches and shelves from getting splashed with chemicals. No serious harm is done if the wood surfaces are frequently washed, but if chemicals are allowed to dry they will crystallize on the wood and in a short time chemical dust will be flying about. If this settles on wet negatives or prints or even on dry film or paper, it will result in spots that will, very likely, be attributed to faulty, sensitive material, or impurities in your developer.

The trouble can be avoided by making the benches and shelves waterproof so that any liquid that is spilled or splashed can be wiped up without any of the liquid being absorbed by the wood. Of course there is no such thing as a dustless dark-room if the wiping process is not used; but if surfaces are waterproof it is very easy to keep them clean.

A very good plan is to melt some paraffin wax with low heat, pour it on the wood and work it in with

a flatiron just warm enough to melt the wax. Varnishes may be found that will answer the same purpose or the acid-proof paint that is used for coating developing trays.

Whether paraffin wax, a varnish or a paint is used, it is essential that the wood should be clean and dry before it is applied. If there is any doubt about the surface being clean, it should be scraped, planed or rubbed down with sandpaper.

Label The Package

It has always seemed to us that manufacturers and wholesalers ought to offer a reward for the infallible means that would prevent a customer sending a parcel on which his name and address were not written or labelled.

In fact, the Postmaster-General and the heads of the Express and Railway Companies would confer a benefit on us all by insisting that each parcel forwarded to a business house be labelled with the name and address of the sender. Such a measure would save a lot of time and uncertainty for all concerned.

All too frequently to be agreeable, we receive parcels that carry not a bit of writing or label, to show from whom they come, either outside or inside the wrapper or container. All we can do in such cases is to await developments, laying the parcel to one side, in the hope that a letter will turn up with which the parcel may be connected. Sometimes this hope proves vain.

The Brown-Jones Co., who send parcels thus, sometimes feel that their trade is not appreciated and, in a letter, sent some time after the parcel reaches us, the impression is unmistakably conveyed that we are negligent and are fond of slighting

our customers, while the only point on which we could be blameable is that we lack the ability to connect hand-writing with a particular customer out of some hundreds.

It is not quite fair to expect us to do mind-reading miles and miles away, so please label your parcels sent to us and, please, do not omit to write a letter specially explaining why the parcel is sent.

Our receivers are good men, but they have a lot of letters to handle in the course of the day's work. When they are unable to figure from whom the parcel comes, they refer the matter to one of our correspondents, who indulges in some research, if the post-mark is visible—it seldom is—or calls up the Express Office and requests that some tracing be done.

We almost forgot to ask that you, on your orders, do not mention other matters, but write a separate letter.

Advances

Brownie Kodak Film Tank.....	\$3.00
Vest Pocket Kodak Film Tank.....	3.00
Trade Discount 32%.....	
Eastman Plate Tank, 5 x 7.....	6.00
Trade Discount 32%.....	
Metal Insert for Eastman Plate Tank, 5 x 7.....	.25
Trade Discount 25%.....	
Stereo Self-Transposing Printing Frame, for use with No. 2 Stereo Brownie.....	3.00
Stereo Kodak Self-Transposing Printing Frame.....	3.50
Trade Discount 25%.....	
Brownie Safelight Lamp.....	1.75
Trade Discount 33½%.....	
Wratten Safelight Lamp No. 1 (American type).....	13.50
Wratten Safelight Lamp No. 2 (American type).....	10.50
Wratten Improved Electric Dark	

Room Lamp (English type)...	7.50
Trade Discount 25%.....	
W. & W. Safelight, 5 x 7.....	.75
Trade Discount 25%.....	
Kodak Print Roller, double 6 in.	1.00
Trade Discount 25%.....	
Grain Leather Carrying Case for No. 1A Autographic Kodak Special.....	4.00
Trade Discount 30%.....	

Aprons for Film Tanks and Developing Machines.

	12 exp.	6 exp.
Aprons for Kodak 2½-in. tank.....	\$0.90	\$0.60
Do., for V.P.K. tank..... (8 exp.)	.60	.80
Do., for 3½-inch tank.....	1.20	.80
Do., for 5-inch tank.....	1.80	1.20
Do., for 7-inch tank.....	1.50	1.50
Do., for Brownie tank.....	.60	.60
Style "A" Machine.....	1.20	.80
Style "E" Machine.....	1.80	1.20
Style "H" Machine.....	2.30	1.55
Style Brownie Machine.....	.60	.60
Trade Discount 20%.....		
Brownie Developing Box No. 2.	\$2.00	
Trade Discount 25%.....		
Bull's-Eye Tripod.....	2.50	
Trade Discount 25%.....		
Film Developing Hangers—		
(For roll film) 7½-in. for 8x 8 tank		
9½-in. for 10x20 tank		
11½-in. for 12x20 tank		
Price, each, any size.....	\$0.45	
Trade Discount 25%.....		
Premo Film Pack Tanks—		
No. 1.....	1.75	
Trade Discount 32%.....		

Do Good to Yourself

You can't find any method of doing more good to yourself, in the sphere of things Kodak, than by insisting that your assistants read, mark, learn and inwardly digest "The Kodak Salesman," month by month. "The Kodak Salesman" is published for the special benefit of the men and women who sell our goods in our dealers' stores, and we have been told ever so often that it is the most readable and most valuable of all household organs of a like nature. Read it yourself and insistently urge your assistants to do the same.

Advertising Talks

The best way to write an advertisement—no matter what class or kind of an appeal you are making—is to write all you have to say, and then get out your blue pencil. You will find you can cut out a word here and there, sometimes sentences, and in the boiling-down process you can eliminate everything that does not tend toward a forceful appeal.

But copy, as it is called, is not all there is to a successful advertisement. Without attention value, the most forceful advertisement will fall flat. So we must try to select the style of type and arrange the display in such a way as to attract the eye. Having done this it remains for the brief message, with punch, to convey the impression to the reader's mind.

These suggestions may help you in the preparation of any advertising matter you have to get out for yourself, but where a general appeal is all that is required, the sample advertisements in the *Trade Circular*, which are prepared especially for the Kodak dealer, will be found effective.

Chemical Prices

(Reductions).

Kodelon

1 oz. bottle.....	\$.75
$\frac{1}{4}$ oz. bottle.....	2.65
$\frac{1}{2}$ lb. bottle.....	5.15
1 lb. bottle.....	10.00

Trade Discount 33 $\frac{1}{3}$ %.

No. 8 Acetic Acid (28%)

$\frac{1}{2}$ lb. bottle.....	\$.18
1 lb. bottle.....	.30
5 lb. bottle.....	1.25

Glacial Acetic Acid

1 oz. bottle.....	\$.16
1 lb. bottle.....	.75
5 lb. bottle.....	3.00

Trade Discount 33 $\frac{1}{3}$ %.

Potassium Iodide

1 oz. bottle.....	\$.55
$\frac{1}{4}$ lb. bottle.....	1.90
$\frac{1}{2}$ lb. bottle.....	3.75
1 lb. bottle.....	7.25

Trade Discount 25%.

Eastman Permanent Crystal Pyro

1 oz. bottle.....	\$.45
$\frac{1}{4}$ lb. bottle.....	1.45
$\frac{1}{2}$ lb. bottle.....	2.70
1 lb. bottle.....	5.25

Trade Discount 33 $\frac{1}{3}$ %.

In lots of 100 ozs. or more, asstd., 40%.

Potassium Bromide

1 oz. can.....	\$.15
$\frac{1}{4}$ lb. can.....	.35
$\frac{1}{2}$ lb. can.....	.60
1 lb. can.....	1.00

Trade Discount 25%.

Hydrochinon

1 oz. can.....	\$.40
$\frac{1}{4}$ lb. can.....	1.40
$\frac{1}{2}$ lb. can.....	2.60
1 lb. can.....	5.00

Trade Discount 33 $\frac{1}{3}$ %.

Carbonate of Soda

(Advance.)

In barrels containing from 250 to 275 lbs. will be billed at 10 $\frac{1}{2}$ cents per lb. net.

Sulphite of Soda

In barrels averaging 550 lbs., no change in price per lb.—13 cents net.

Barrels will not be broken, the regular 25 lb. can being the next smaller container.

“How to Make Good Pictures”

Builds business by enabling your customers to get greater satisfaction in negatives and prints.

Push it!



Keep a
Kodak Story
of the children

RICHARD ROE & CO.

1210 TRIPOD AVENUE

Street Car Card No. 741

For Your Campaign

April always signalizes the opening of the campaign for more and better Kodak business. In no way can this be more advantageously launched than by using the car cards, advertisements and advertising cuts, *all of which we furnish free on request.* The car card illustrated on this page is printed in four colors.

Altering Backs for Speed Graphic Cameras

The cost of altering the backs of Speed Graphic Cameras, to take Graflex Holders or other Graflex attachments, has materially increased and we have been obliged to advance the price for this work.

Prices include the focusing panel, but no plate or film holder:

3¼ x 4¼.....	\$16.00
3¼ x 5½.....	16.00
4 x 5	16.00
5 x 7	17.00

Trade Discount 25%.

Discontinued

Dealers will please note that the three items named below are no longer available, our stock being exhausted.

Eastman Mask Cutter, No. 2.
Eastman Rotary Print Trimmers.
Bull's-Eye Tray, 7 x 9.

New Graflex Equipment

4 x 5 Naturalists' Graflex, with
B. & L. Telestigmat Lens.. \$304.00

Trade Discount 32%.

Ferrotypes Plates

10 x 14, medium, each.....	\$.25
10 x 14, heavy, each.....	.35
18 x 24, heavy, each.....	1.20

Trade Discount 25%.

In assorted lots of 25 or more 33⅓%.

Majestic Print Dryers

No. 1, complete, each.....	\$38.00
Nos. 4 & 5, complete, each....	80.00

Trade Discount 25%.

Separate Motors—

For No. 1.....	\$16.00
For Nos. 4 & 5.....	50.00

Trade Discount 25%.



A Brownie

for the youngsters will keep them out-of-doors and out-of-mischief. It furnishes *them* good, clean fun and *you* will enjoy the pictures.

RICHARD ROE

Toilet Articles

999 Velox Square

Candy

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 1

TORONTO, CANADA

May, 1919

Catalogues and Summer Booklets

Advance copies of the 1919 Kodak and Premo Catalogues are being mailed to you shortly. The Graflex sample copy will follow a little later. Very soon afterward these catalogues will be sent to you in quantities. We try to distribute them so that all dealers will receive them about the same time, the most distant points going first. The covers are printed in four colors, and it seems to us, at least, they are unusually attractive.

How many Summer Booklets?

The Kodak, Premo and Graflex Summer Booklets are under way and we would like to have your orders for them now so that the matter of imprinting can have our attention. How many of each shall we send you? We need this information now.

Advertising Talks

You may know exactly what you want to say in your advertising

copy, and you may be able to say it with the touch of the master hand, but there is one thing that should be borne in mind: The most vital, the most forceful, in fact the fundamental appeal in advertising copy, is that which creates a desire to *see the goods*.

The right sort of advertising copy can do that. But you must see through the other fellow's eyes; you must reason along the lines that he employs; you must put yourself in his place, if your advertising copy is going to influence him to want to see the thing you have to sell. Good copy can do that. But it can be done more quickly and more effectively if that same copy is coupled to a good cut.

The cut visualizes the message conveyed by the copy.

Kodak advertising cuts are free for the asking. Get your share of this free service. Use the car cards that are designed and imprinted for your particular use. This service is worth paying for, but it's free.

ELON

Goes farther than any other developing agent.

Keeping Your Stock of Sensitized Goods

For years back we have made an allowance of 40% of the list prices on Film, Film Packs and paper which had grown too old on dealers' shelves to deliver safely to customers, provided the freight, or expressage was paid to the factory at Toronto, and the quantity, in our judgment, was not excessive.

This good-will allowance was made in order that we, too, might share in part, the loss of the dealer for odds and ends, or slow selling film on which there was not a big demand, and also to protect the customer from receiving film deteriorated through age. This offer was made at a time when film carried a dating of about six months and paper about three months.

As our methods of manufacturing were improved, we were able to extend the dates of expiration with perfect safety until they carried a dating of from nine to twelve months, or longer. Yet we continued to make the allowance of 40% on old goods unless there was evidence of reckless over-ordering.

During the past year, when supply and demand were both problems requiring careful thought and careful ordering, many dealers over-stocked, with the result that our factories had to work night and day to keep the dealer, who had felt his way, supplied sufficiently to meet his normal demand.

We are glad to meet the dealer more than half way in this matter, as we have been doing in the past. But it seems only just, when we do this, that the dealer should live up to his part of the bargain, and should expect only what is fair under the existing circumstances.

When a dealer buys film every week, or even every month, there is no reason for stock becoming too old and this is especially so with the popular sizes, such as Vest Pocket, Nos. 2 and 2A Brownie and 3A films.

Graflex Illuminator

We are prepared to supply the Graflex Illuminator for use with the 8 x 10 Graflex Enlarging Camera. The equipment includes lamp housing reflector, flashed opal diffusing glass, adapter frame to fit front of Graflex Enlarging Camera, 4" x 6" negative carrier with spring fingers, six feet of electric cord with switch and plug, but not the electric lamp.

The Graflex Illuminator is an accessory for the Graflex Enlarging Camera and should be carried in stock with the Enlarging Camera.

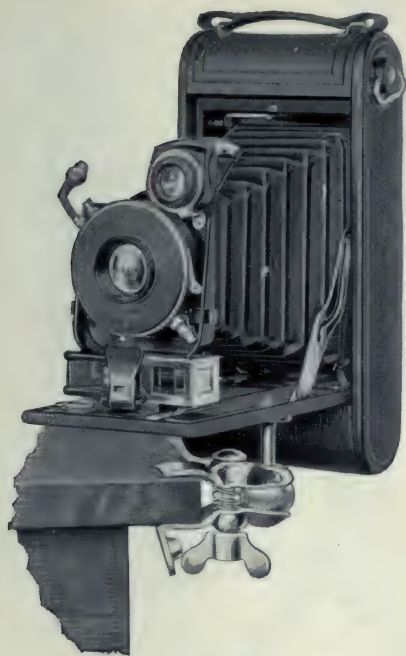
Graflex Illuminator, complete,	
less lamp - - - - -	\$8.00
Discount, 32%.	

Seize the Opportunity

Dealers in the smaller places are especially urged to seize the opportunity for increasing their photographic trade by stocking and pushing Albums.

The styles announced recently, combined with the longer discounts, seem to have hit it off just right with our customers, for we have had favorable comment from the vast majority, their opinions being backed up by orders.

The 1919 Kodak Catalogue will show the complete line of Album styles, most of them being illustrated by cuts. When the catalogues reach the photographic public, as they soon will, the demand will be far greater than has been the case thus far.



The Optipod

The new Optipod, which will be announced in the 1919 Kodak Catalogue, is a combined tripod head and clamp. It is small and light, slipping readily into the pocket, and may be used effectively as a tripod when clamped to a chair, table, automobile, motorcycle, or any substantial object.

The Optipod has a ball and socket joint, permitting the camera to be tilted to any desired angle.

Used as a tripod head in connection with a tripod, this feature is especially desirable when photographing objects at close range, and when it is impossible to place a tripod alone in the desired position.

You will have calls for the Optipod, or a simple suggestion

will sell it, and will need a supply on hand, so please order early.

Optipod - - - - - \$1.00
Discount, 25%.

Elon—the Reliable

The great superiority which Elon possesses over other developers is in its detail-developing powers. If it were used alone a normally exposed negative would be full of detail and not have much contrast, but in conjunction with hydrochinon, a happy combination is produced, hydrochinon being known for its ability to give contrast and density. Elon-Hydrochinon thus makes an ideal developer for all kinds of photographic papers. It also forms an excellent developer with Pyro for the deep tank system of development on account of its keeping qualities. It is with pleasure we announce that half pound and one pound bottles of Elon are again available in addition to one ounce and quarter pound as announced last month. For convenience we give below prices on all size packages.

1 oz. bottles, each	\$ 2.10
$\frac{1}{4}$ lb. bottles, each	8.00
$\frac{1}{2}$ lb. bottles, each	15.50
1 lb. bottles, each	30.00
Trade Discount, 33 $\frac{1}{3}$ %.	

Orders at this time should only cover present needs.

Dental X-Ray Film Regular and Extra Fast

Reduction in price, increase in discount.

No. 1 —Per dozen pairs - - -	\$.50
No. 1A—Per dozen pairs - - -	.85
No. 1B—Per dozen pairs - - -	.85
No. 2 —Per dozen pairs - - -	1.75

Trade Discount, 25% and 10%.

An Interesting Letter from South Africa

This letter from Johannesburg, South Africa, carries with it the same convictions that are evident in thousands of similar letters which come to us from those who read *Kodakery* and appreciate the value of this little magazine. If you would think of *Kodakery* as a catalogue going to your customers every month, you would insist that your clerks get the name on the dotted line. But *Kodakery* is many times more forceful than a catalogue, since it outlines in helpful articles how the various accessories are used to advantage.

The letter follows:

Gentlemen:—

I understood that my subscription to *Kodakery* did not expire till July, 1919, yet none of the copies of the magazine for 1918 have reached me.

For many months, as copy after copy failed to come, I attributed the want to the withdrawal of mail boats for the transport of American soldiers to Europe, and to the long interval of months between such ships as did bring mails, and so did not wish to complain selfishly. But when the closing months of the year, with their improving condition, drew near, and still no magazine came, I made enquiry of the Post Office here, but was told that no trace could be found of the missing packets.

I do not wish to lose any of the copies, and shall take it as very obliging if you will kindly send me the numbers from January to December, 1918, and also the following, which were not delivered—perhaps through loss of mails by sinkings at sea:

* * * * *

The little books are so interesting and helpful that they are worth much more than the mere pittance you charge for them.

Yours faithfully,

(Signed) W. A. Rowan.

Make every camera sale count as a new *Kodakery* subscriber and encourage the renewal of subscriptions.



Vest Pocket Cable Release Attachment

The Cable Release Attachment for the Vest Pocket Kodak is announced in the 1919 Kodak Catalogue. It is a simple device which may be attached in an instant with the aid of a screw driver. The attachment remains on the kodak, if desired, but it is advisable to unscrew the release, when closing the kodak. By means of this attachment, the Kodak Self Timer may be used with the Vest Pocket Kodak.

Vest Pocket Cable Release Attachment - - - - - \$.50

Discount, 25%.



Brownie Tripod Adapter

The illustration shows the new Brownie Tripod Adapter in use with the No. O Brownie. It permits the use of a tripod in either the vertical or horizontal position with the Nos. O, 2 and 2A Box Brownies which are not equipped with tripod sockets.

This is illustrated in the new catalogue, and should be stocked at once, as a big demand is anticipated.

Brownie Tripod Adapter, one size only, each - - - \$.25
Discount, 33⅓%.

Resublimed Pyro

(Price Reduction.)

1 oz. bottle.....	\$.52
¼ lb.....	1.65
½ lb.....	3.10
1 lb.....	6.00

Trade Discount, 33⅓%.

Lots of 100 ozs. or more assorted, 40%.

Permanent Crystal Pyro

(Price Reduction.)

1 oz. bottle	\$.45
¼ lb. bottle	1.40
½ lb. bottle	2.60
1 lb. bottle	5.00

Trade Discount, 33⅓%.

Lots of 100 ozs. or more, assorted, 40%.

Kodak Mounts (Price Advance)

Woodmat

No.	For Prints	Price each
1	2¼ x 3¼	\$.07
1A	2½ x 4¼	.08
3	3¼ x 4¼	.09
3A	3¼ x 5½	.10
4	4 x 5	.10

Duotone

No.	For Prints	Per 100	Per 50
0	1⅝ x 2½	\$4.00	\$2.10
1	2¼ x 3¼	4.75	2.50
1A	2½ x 4¼	5.25	2.75
2C	2⅞ x 4⅞	5.75	3.00
3A	3¼ x 5½	6.25	3.25

View

For Prints	Per 1000	Per 100	Per 50
1⅝ x 2½	\$ 8.50	\$1.00	\$.55
2¼ x 3¼	11.50	1.15	.60
2½ x 4¼	14.00	1.60	.85
3½ x 3½	14.00	1.60	.85
3¼ x 4¼	17.00	1.85	1.00
3¼ x 5½	20.50	2.15	1.15
4 x 5	18.75	2.00	1.05
4¼ x 6½	28.00	3.00	1.55
5 x 7	31.00	3.25	1.70
2¼ x 7	20.00	2.05	1.10
3½ x 12	35.00	3.60	1.85

Lagoon

For Prints	Per 1000	Per 100	Per 50
2¼ x 2¼	\$11.50	\$1.20	\$.65
2¼ x 3¼	13.70	1.50	.80
2½ x 4¼	17.25	1.85	1.00
3½ x 3½	17.25	1.85	1.00
3¼ x 4¼	21.00	2.20	1.15
2⅞ x 4⅞	23.00	2.40	1.25
3¼ x 5½	25.00	2.60	1.35
4 x 5	22.50	2.40	1.25
4¼ x 6½	34.50	3.70	1.90
5 x 7	37.00	4.00	2.05

Ridgeway

For Prints	Per 1000	Per 100	Per 50
2¼ x 3¼	\$31.50	\$3.40	\$1.75
2½ x 4¼	34.50	3.60	1.85
3¼ x 4¼	40.00	4.15	2.10
2⅞ x 4⅞	41.50	4.35	2.20
3¼ x 5½	43.00	4.60	2.35
4 x 5	47.50	4.90	2.50

Remington

No.	For Prints	Per 50	Per doz.
391.....	5 x 7	\$3.25	\$.90
392.....	6½ x 8½	4.25	1.20
393.....	8 x 10	5.25	1.40
394.....	6 x 10	5.25	1.40

Vista

No.	For Prints	Per 50	Per doz.
381.....	5 x 7	\$2.50	\$.70
382.....	6½ x 8½	3.20	.85
383.....	8 x 10	3.75	1.00

Woodmere

No.	For Prints	Per 50	Per doz.
401.....	5 x 7	\$3.25	\$.90
402.....	6½ x 8½	4.40	1.20
403.....	8 x 10	5.25	1.40

Trade Discounts unchanged.

List Prices and Discounts remain unchanged on **Riverview, Drimount and Inslip** mounts.

Bausch and Lomb Lenses

(Price Advance)

B. & L. Kodak Anastigmat f.6.3

No.	Lens in barrel	Lens in Volute Shutter
1.....	\$29.50	\$56.00
2.....	31.50	58.00
3.....	32.50	59.50
4.....	40.00	66.50
5.....	55.50	84.00
6.....	74.50	103.50

B. & L. Tessar Series Ic f.4.5

No.	Lens in barrel	Lens in Volute Shutter
13.....	\$48.50	\$75.50
14.....	54.50	81.50
15.....	64.00	92.50
15A.....	78.00	106.50
16.....	97.50	128.00
17.....	156.00	186.50
18.....	220.00	
18A.....	282.50	
19.....	340.00	
20.....	486.50	

B. & L. Protar Series VIIA

No.	Lens in barrel	Lens in Volute Shutter
4.....	\$76.00	\$102.50
5.....	82.50	109.50
6.....	93.50	122.00
7.....	89.50	116.00
8.....	100.00	128.50
10.....	109.50	138.00

B. & L. Extreme Wide Angle, Series V.f.18

No.	Lens in barrel.
1.....	\$31.50
2.....	31.50
3.....	39.50
4.....	48.50

Trade Discount, 33⅓%.

Quotations on request on other Bausch & Lomb lenses.

Be Prepared

Do not forget that with the advent of fine weather your amateur finishing business will increase very suddenly. It is a wise precaution to place all equipment in first-class order before the rush, for little time is usually available for repairs, changes or alterations when work begins to come in in earnest. This business of amateur finishing is constantly growing, and it is a foregone conclusion that there will be more than ever this summer, so that the following suggestions in regard to labor-saving devices are very much in order.

Developing Section. Many years of experience have shown the deep tank system to be the only practical commercial one where many films are handled. If this method is employed see that the tank hangers are in good condition. Film Clips should be examined and replaced if necessary, this remark applying both to regular Film Clips and the clips on Film Pack Developing Hangers. This last is an almost indispensable piece of equipment, all operations, including drying, being conducted without removing films from the hanger. (Any dealer wishing to install the deep tank system can obtain from us detailed drawings and specifications

for ten gallon tanks to be made of cypress.)

Film Drying. Whatever place is used or has been selected for this purpose, see that it is free from all dust. The work can be turned out more expeditiously if an electric fan is so arranged that a current of air is steadily passed over the films, but it must not be violent or the films may stick together. The film drying cabinet described in the blue prints we furnish is a great convenience where a large amount of film is handled per day.

Printing Section. Where none but prints of the best quality are allowed to be sent out, nothing can equal the Velox Transparent Back Swivel Printing Frame as it permits full control and "dodging" during printing.

While white margins are now the general thing, nothing looks worse than a rugged outline caused by a damaged mask. All such should be replaced either with Eastman Masks or new masks made from Eastman Masking Blanks. The former will be found the more serviceable as they are tough and will stand a lot of hard wear. Print paddles will be found mighty handy for agitating prints in the fixing bath.

Drying Prints. The old method of laying prints on cheese cloth to dry, while effective, is too slow where any large number are handled and delivery has to be made on time. The best results are obtained with the Majestic Print Dryer, which delivers the prints dry and with a slight outward curvature in twenty minutes. If this form of drying is now in use see that the blotter rolls are in good condition.

Finishing. White margins give

such a finish to prints that they are usually delivered unmounted. Where, however, much mounting is done it will pay to install a Dry Mounting Press, both for greater speed and the better finish the job will have.

General. No one thing is more important throughout the work-rooms than the quality, position and volume of light for the different processes. Our own practice, and it is one which can be followed to advantage in any dark room, is to use reflected light for general illumination and supplement this with smaller lamps for local illumination. A Wratten safelight lamp or even a suitable metal box properly ventilated and adapted to receive a series I 8 x 10 Wratten Safelight, suspended from the ceiling so that the light is directed upward, will fill a fair-sized developing room with a soft but perfectly safe light. For local lights Kodak or Brownie Safelight lamps fitted with series 1 B or 2 Wratten Safelights will be quite safe for Kodak Film. In the printing room the ceiling lights should be fitted with series 00 safelights and these can also be used for all local lights.

The enlarging room where bromide paper is handled will need series 0 Safelights, which give ample light and safety.

Chemicals. For your convenience we furnish chemicals such as Sodium Sulphite and Sodium Carbonate in large twenty-five pound containers. Notice, please, that Elon is again available and, generally, the full line of necessary chemicals. Chemicals of the dependable, guaranteed Kodak quality can be ordered with the goods for retail sale across the counter.



Let the Children

KODAK

Your films will make fast the impressions of their play-days that are otherwise so soon forgotten.

RICHARD ROE & CO.,
96 KODAK RD.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 2

TORONTO, CANADA

June, 1919

AUTOGRAPHIC OR N. C. FILM

As the summer season approaches it is again evident from dealer orders for film, that many of the millions of users of Non-Autographic Kodaks and Brownies are using Autographic, instead of N. C., film in their cameras.

All during the war, the demand for Autographic film increased to such an extent that it taxed our enormous manufacturing facilities to the limit. It was impossible to get Autographic film spooling machinery then and it has been impossible to get it since in sufficient quantities to keep ahead of the film orders. This excessive demand for Autographic film is not only due to the increasing popularity of the Autographic feature, but to the fact that non-autographic camera users are either asking for Autographic film, or are getting it when they ask for *film*.

If this condition is allowed to exist, there is again danger of a shortage of Autographic film this summer and it is imperative that discretion be used in ordering and

selling it. But this danger can be entirely and easily averted, by your co-operation, and that of your clerks, through your customers.

This is important to you and your customers as well as to us.

The Autographic feature in the film is of no use to the man who hasn't an Autographic camera. Sell him the old style N. C. film and help to conserve the supply of Autographic film for those who want it and can use it.

You can help the situation in this way:

Cut down on your orders for Autographic film and make an equivalent increase in your orders for Kodak N. C. film.

Instruct your clerks to ask every customer buying film: Do you use an Autographic camera? If he says no, supply him with N. C. film.

If you will make this the rule of your store for the next few weeks, there will be no shortage of Autographic film. You can prevent an embarrassing situation.

Of all developers, ELON goes farthest.

INDIVIDUALITY IN ADVERTISING

People recognize each other across the street, more by mannerisms than by clear vision. It may be the way you walk, the clothes you wear, or the way you wear them. This is individuality.

Stores have individuality just as persons. The people who walk by your store come to recognize it as apart from other stores, by individual characteristics.

It may be the color of the store front. It may be the K-O-D-A-K letters on the window. It may be the trick of making distinctive window displays. It may be a uniformity in color harmony. It may be the display of Kodak window cards or enlargements. And again it may be the simple touch of individuality.

Perhaps, if you were to ask a dozen people whether your store has characteristics that have impressed themselves on their minds, they would not be able to tell you of any. Nevertheless, people do gain impressions subconsciously and these impressions are favorable, or unfavorable; just as they strike the individual.

If your store is individual, and you have striven to make it so—and no first-class merchant loses an opportunity to make his store stand out of the crowd—you can successfully express this same individuality in your advertisements and in your letter heads.

In order to attain the distinctive, do not employ freak methods.

Type may suggest almost anything you want it to express, not merely by the words it spells, but by the appearance of the type itself:

Strength

femininity

Severity

A N T I Q U I T Y

common sense

CHEAPNESS

Your advertisements may attract, or repel, or inspire confidence. If we are going to advertise pile drivers, we should not use a thin, anemic type, but some heavy type for a display line, denoting strength.

If we are to advertise jewelry, or some article of dignity, we would not use heavy gothic type, but a type that expresses dignity, or refinement.

There is not more than one printer in a hundred who will give the thought he should to the proper selection of type, and yet that is their business. And the reason we are giving you these suggestions, is to enable you to raise the standard of your advertising.



Bring back the joys of your
vacation with a

KODAK

(DEALER'S NAME AND ADDRESS HERE.)

Make Every Camera Sale Count

Every mail brings appreciative letters from Kodak enthusiasts, telling of the help *Kodakery* has been to them in raising the standard of picture results.

Kodakery not only renders a great service to the camera user, but to the dealer as well. It tells, in interesting articles, how the different accessories may be used to advantage, and this creates the desire to buy them.

Your store is the objective.

The better the results, the more supplies an amateur will use. Here is an average letter that tells the story of *Kodakery's* worth to you and to us, better than we can tell it ourselves:

Gentlemen:—

Your magazine has been a source of much useful information, especially in the saving of films. As I have three Kodaks, you can see that there would be a lot of spoiled negatives if it were not for the fact that I am able to correct most of the faults of the amateur photographer by following the help which you have given me through the pages of *Kodakery*.

I consider it worth many times the price of subscription, and besides I have kept all the copies and have them in book form, which makes a very interesting and helpful volume to refer to.

Here's another enthusiast who is so delighted with the magazine that he wants to renew. There are thousands of others, too:

Gentlemen:—

I sure do get some valuable dope out of *Kodakery*, and so am asking if I can get this book after my free subscription ends. Please state price for year's subscription.

Isn't there a big message in these two letters? If you could sit

down and figure the actual loss in dollars and cents, to your business, for every name that failed to get on the dotted line for a *Kodakery* subscription, you would have everybody in your store "boosting" for this little magazine.

Unusual Demand For Albums

All indications point to an unusually heavy demand for Albums this summer. Most of the boys of the C. E. F. who are returning, have pictures which are highly prized as souvenirs, and they are going to need albums to keep the prints neat and clean. And the folks at home, too, have their collection of pictures. Highly prized! Of course they are, they were made for the boys when they were on the other side.

Make a special effort to get your share of the Album business that is sure to be big this season. And keep well stocked—ready for any demand. The Kodak line is complete in every detail.

Reduction in Price of Hydrochinon

The price of Hydrochinon was reduced again May 29th, as follows:

Hydrochinon

1 oz. can	.	.	.	.	.	\$.35
¼ lb.	"	.	.	.	.	1.20
½ "	"	.	.	.	.	2.30
1 "	"	.	.	.	.	4.40

Discount, 33⅓%.

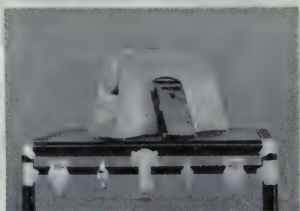


Take a

KODAK

with you

(DEALER'S NAME AND ADDRESS HERE.)



Take a
KODAK
with you

RICHARD ROE & CO.

1201 Tripod Ave.

Street Car Sign No. 743

Suggest Them

There is nothing quite as convenient for carrying the Vest Pocket Kodak on a vacation jaunt with rod or gun, or camping trip, as the Belt Carrying Case.

On these trips every available space, including the pockets, is filled and this Belt Case solves the camera carrying problem.

Have your clerks suggest them and see how quickly they will catch the fancy of your customers.

Send in Their Names

The difference between one man and another is not mere ability—it is energy.

—Arnold.

If your salesmen and clerks have the desire to be better salesmen; if they want to make the business that they are in more profitable by gaining a better knowledge of it, they should read *The Kodak Salesman*.

Volumes have been written on success and how to obtain it, but the story always comes back to funda-

mentals—the desire, the energy to try to know the things we are paid to know. And if a clerk wants to make good, he has to do something more than hand goods over the counter. He should specialize on the goods he is selling.

The Kodak Salesman is published for the special benefit of the clerks who are handling Kodak goods. It has no other object than to help them do their work better and more thoroughly. If your clerks are not getting the *Salesman*, send in their names and addresses, and we'll gladly send it to them.

Cable Releases Advance in Price

The price of Cable Releases was advanced May 22nd, as follows:

Nos. 2 to 16 inclusive	\$.35
Discount	25%.

Change of Name

The Vest Pocket Cable Release Attachment, announced in the May *Kodak Trade Circular*, will be known as No. 20 Cable Release (for Vest Pocket Kodaks).

A Worth While Extra

There is going to be a lot of business done in Kodak Snapshot Frames this summer. It has already become quite the fashion to frame picture post cards, but inexpensive frames of this type have only been available in the standard post card size.

Kodak Snapshot Frames make it possible to frame, with the maximum of convenience and minimum of expense, any of the standard sizes of prints and enlargements up to 8 x 10. The opportunity you have of suggesting these frames to your customers will be accepted by many as a real service and incidentally they are worth pushing.

For your convenience we give below the prices of Kodak Snapshot Frames which are net. Each frame comes complete with glass and backing, while a gummed hanger is provided in the smaller sizes, including the 3½ x 5½, and stronger hangers for the larger sizes.

PRICE LIST.

For prints full size.	Price each net.
2¼ x 3¼	\$.11
2½ x 4¼	.12
2¾ x 4¾	.13
3¼ x 4¼	.14
3¼ x 5½	.15
3½ x 5½ (Post Cards)	.16
5 x 7	.21
6½ x 8½	.28
8 x 10	.35

For the Vacation Season

Because of the vast number of Kodak and Brownie enthusiasts, the market for new cameras seems every year to become bigger and broader, for not only are there people to sell to who have never owned a camera, but the host who do own cameras of one type or an-

other are all possible buyers of better Kodaks, Brownies or Premos.

The vacation season will shortly be in full swing, and the "clicks of countless shutters" will be heard from daylight to dark. Right now the individual who does not own a Kodak is more easily persuaded to invest than at almost any other time of the year.

The wideawake dealer will be preparing now for holiday business by having the goods on hand, for with Dominion Day just round the corner, the summer rush is almost here.

In your own interests please arrange to send your orders to us in plenty of time; if they reach us just before the 1st of July it may be impossible to ship them till after the holiday, as that is the period of our half-yearly stock-taking.

Out-dated Sensitized Material

In last month's Trade Circular there was an article entitled "Keeping your stock of Sensitized Goods," which seems to have been misunderstood in some quarters. Our offer to take back sensitized Film and Paper which has become too old to safely deliver to customers, making an allowance of 40% of the list price in exchange, applies only when Paper is returned within 30 days of the expiration date and Film within 90 days. Our policy in this regard remains quite unchanged; the time limit mentioned having been published for many years past in our "Terms of Sale."

By adhering to the rule of placing older stock in front to be sold first, out-dated film and paper will be reduced to the minimum. Explain this to your assistants.



Keep a
Kodak Story
of the children

(DEALER'S NAME AND ADDRESS HERE.)

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 3

TORONTO, CANADA

July, 1919

THE VALUE OF TYPE IN ADVERTISING

We tried to make it clear in our article last month, "Individuality in Advertising", that type expresses almost anything we want it to express, not merely by the words it spells, but by the appearance of the different type faces themselves.

If rightly used, type may create atmosphere, or express feeling, thus making your advertisement command respect and inspire confidence by its mere attractiveness.

But if, on the other hand, the type selection and typographical arrangement are bad, your advertisement is liable to look cheap; to be looked upon with suspicion, or worse still, to repel.

A reasonable amount of white space in an advertisement is always an asset and far more compelling than heavy, black type. The type best suited for general use is the

Modern Old Style. It is dignified, attractive and readable.

Type has its influence before a single word of your message is read. That is the reason so many well advertised stores have attempted to establish a characteristic style of advertising that will cause people to recognize their advertisements the moment they see them.

It is not necessary to use pages to secure this result. Small advertisements can express as much individuality as large ones. A four-inch single column advertisement may be made dignified and exclusive and also command attention on any newspaper page. Either establish a good typographical style and stick to it, or, if the arrangement must be changed, exercise care in the selection and arrangement of type.

It is simply a matter of careful arrangement.

Your Store is the Objective

We have always said that *Kodakery* sells goods, but here is a case where a man bought a camera in order to get *Kodakery*. The letter, which is dated June 24th, 1919, follows:

Editor *Kodakery*, c/o Eastman Kodak Co., Rochester, N. Y.:

Dear Sir—For one year I received your nice little magazine monthly and I have found many good and helpful advices in it, so that after my first year's subscription on "free of charge", I bought an inexpensive little *Premo* (which I gave to a little sister of mine) in order to have another year's subscription for it.

Yours truly,

If you sell a camera and let the customer go without signing the subscription blank which permits him to receive this real, live magazine with every thought bearing directly on the object of the sale, you are losing business.

Don't let your clerks miss the point—the reason for *Kodakery's* existence. See that they get the names on the dotted line.

Get Your Share of the Album Business

There have been more films and more photographic paper sold this past year than were sold in any previous year. Every additional film and package of paper sold means a possible album sale.

Are you getting your share of the Album Business?

The Kodak Album line is complete from the finest grain leathers to the paper covered ones, and the attractive discounts on quantity orders offer one more reason why you should push albums at this busy season. See the new sizes opposite.

Change in Listing of Portrait Attachments

A change has been made in the *f.7.7* lens mounts for the Nos. 1A and 3 Autographic Kodaks, necessitating a change in the sizes of the Portrait Attachments and Filters for these cameras.

All of our listings, including the new Price List, give the size to be used on these two cameras as No. 6, but instead, the change referred to requires the use of the No. 13 Portrait Attachments and Filters.

This change will be made in the Manuals and wherever it is incorrectly listed, as soon as possible, but in the meantime please make a note of it on your Portrait Attachment card and in the new Price List when you receive it.

No More Universal Clamps

The place of this handy accessory has been more than satisfactorily filled by the Optipod, and the manufacture of the Clamp has been discontinued. No more of them are available.

10 x 12 Albums

Balmoral, Westminster and Glendale

To meet an insistent demand from our customers, we are offering a larger size of the Albums named above. These, we are sure, will meet a hearty reception from our customers.

Balmoral, C, 10 x 12 inch leaf... \$5.00
Westminster, C, 10 x 12 inch leaf. 3.25
Glendale, C, 10 x 12 inch leaf.... 2.75

Trade Discount, 40%.

In assorted lots of \$50.00 or more value at list prices 40%-10%.

In assorted lots of \$100.00 or more value at list prices 40%-10%-10%.

Advertising Car Signs.

*All outdoors
invites your*

KODAK

RICHARD ROE & CO.

Kodaks and Supplies
1201 Tripod Ave.



Street Car Sign No. 746

*It doubles the fun
when you take along*

A Brownie

RICHARD ROE & CO.

Kodaks and Supplies
1201 Tripod Ave.



Street Car Sign No. 747.

Advance in Price

Wratten & Wainwright Safe Lights

5 x 7	\$1.00
8 x 10	1.75
10 x 12	2.25
12 x 15	3.25

Trade Discount, 25%.

No. 1 Panoram Kodak\$18.50
Trade Discount, 32%.

Discontinued

No more Azo "A" Soft and Hard S. W. are available, but we will still supply these contrasts in double weights.

All Back

For a longer time than we like to think about we were forced to cancel many orders for Kodaks and Premos with Anastigmat lenses *f.7.7*, but we are now in a position to supply all cameras so listed, and no further interruption of supply is anticipated. During the shortage many a camera with R. R. or even single lens was sold when the Anastigmat Equipment was really wanted. However, all that is changed and you'll hear no complaint from us if you sell all *f.7.7* equipments in future in place of R. R. and single.

The anastigmat advantage is a real one and well worth the pushing, and now that supplies are again available, there need be no hesitation in going after anastigmat business.

All Gone

Please note that our supply of Kodak Film Cabinets is exhausted and that no more are available, hence we can accept no further orders.

Price Changes

Kodak Dry Mounting Presses

5 x 7, gas heated	\$25.00
11 x 14, gas heated	70.00
11 x 14, electrically heated.....	105.00
<i>(including electric tacking iron)</i>	

Trade Discount, 20%.

Graphic Sight Finder

3¼ x 4¼	\$3.50
---------------	--------

Trade Discount, 30%.

Film Tanks

Brownie Kodak Film Tank	\$4.00
3½-inch Kodak Film Tank	6.00

Trade Discount Unchanged.

8 x 10 Eastman Plate Tank

Each	\$13.00
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Kodak Leather Dressing

Each	\$1.00
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Trade Discount Unchanged.

Chemical Prices

(Reductions)

Citric Acid

1 oz. bottle	\$.24
¼ lb. bottle	.70
½ lb. bottle	1.20
1 lb. bottle	2.25

Trade Discount, 25%.

Eastman Permanent Crystal Pyro

1 oz. bottle	\$.42
¼ lb. bottle	1.25
½ lb. bottle	2.35
1 lb. bottle	4.50

Trade Discount, 33 1-3%.

In lots of 100 ozs. or more, assorted, 40%.

Solio Hardener

8 oz. bottle	\$.70
½ gal. bottle	3.50

Trade Discount, 25%.

On lots of 24, 8 oz. bottles, 25%-10%.

Carrying Cases

(Price Advances)

For No. 1 Autographic Kodak Jr.	\$3.50
For No. 1A Autographic Kodak Jr.	3.50
For No. 2C Autographic Kodak Jr.	3.75
For No. 3A Autographic Kodak Jr.	4.00
For No. 1A Autographic Kodak	3.50
For No. 3 Autographic Kodak	3.50
For No. 3A Autographic Kodak	4.00
For No. 1 Autographic Kodak Special	3.75
For No. 1A Autographic Kodak Special	4.50
For No. 3 Autographic Kodak Special	4.50
For No. 3A Autographic Kodak Special	5.25

Trade Discount, 30%.



Every out-door sport
invites your

KODAK

(DEALER'S NAME AND ADDRESS HERE.)

A Counter Help

At this season very few cameras are idle, exposures are being made by the thousand, and, notwithstanding the volume of amateur finishing undertaken commercially, a vast amount of Velox is being used by the amateur. In spite of the simplicity of manipulation, difficulties in the use of Velox Paper will crop up, especially during the hot months of the year, and as a means of putting the amateur on the right road, the Velox Book is hard to beat. This book has been supplied for many years, growing better and more complete with each edition, until now it contains a wealth of valuable information which no user of Velox can afford to be without.

You owe it to your customers to carry some copies on hand. They are furnished gratis.

Mats for Kodak Snapshot Frames

Kodak Snapshot Frames have made such a decided hit that we have introduced an accessory which should add still further to their popularity.

Heretofore the print has been placed directly on the glass, giving a "close up" effect to the framed picture. The present introduction is a mat or cut-out of thin card, designed to be placed between print and glass. Pictorially, the result is better, as the print is given more prominence. The mats are supplied in a neutral buff shade which harmonizes well with the frames and also with a black and white or sepia picture. The Kodak Snapshot frame is just the thing for vacation pictures; so these new mats are

being introduced at an opportune moment.

The mats are furnished in packages of one dozen of one size and the prices are as follows:

2¼ x 3¼		\$0.15
2½ x 4¼		.15
3¼ x 4¼		.18
2¾ x 4¾		.18
3¼ x 5½		.20
3½ x 5½		.20
5 x 7		.30
6½ x 8½		.45
8 x 10		.60

Trade Discount, 33 1-3%.

How Not To Do It.

At Christmas a young officer went to a hosier's and asked to be shown some socks. The assistant remarked that everything was very dear, and showed a very inferior article. The officer, who wanted thick, winter socks, asked to see something better. The assistant then produced some other styles, and again impressed on his customer that everything was very dear. In consequence the officer bought one pair of socks, and that not at the highest price. If the assistant had been a salesman, he would have shown his best goods first, talked of their excellencies, and mentioned the price without comment, but in a way to suggest that his firm's customers were used to paying 20s. or more for a pair of winter socks. The sale made would have amounted to at least three times what it was. Instead, the assistant prevented a customer from spending what he wanted to, and actually reduced his firm's sales and his own prospects of increased salary.

From English Trade Circular.



Take along a
BROWNIE

(DEALER'S NAME AND ADDRESS HERE.)



Make the most
of your picture
opportunities—

K O D A K

(DEALER'S NAME AND ADDRESS HERE.)

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 4

TORONTO, CANADA

August, 1919

THE ATTRACTION VALUE OF AN ADVERTISEMENT

The average business man un- advertising representation you
fortunately looks upon printed would not only lose money, but
matter as merely paper and ink. prestige as well. You would not

The setting of
his advertise-
ments is left to
the judgment of
the compositor,
because that is
his business. But
with the compos-
itor it is all too
often a case of
getting it done.
This is especi-
ally true if he is
pressed for time.

Your printed
matter is your
silent salesmen
directly repre-
senting your
firm. If it is
poorly or shab-
bily clothed, you
are poorly repre-
sented, and the
chances are good
that with poor

KODAK

Complete your vacation
equipment by taking
your Kodak and a good
supply of Eastman Film
with you.

Be prepared for the pic-
ture story of your vaca-
tion.

Richard Roe & Co.

1201 Tripod Ave.

think of going
to business in
wrinkled clothes,
unshaved and
with unpolished
shoes. And for
the same reason,
your printed rep-
resentative
—your advertise-
ment—should be
clothed well in
order to make
the impression it
is intended to
convey.

It is unfortu-
nately the case,
even with men
who are extreme-
ly careful about
their own per-
sonal appearance
and the tidiness
of their store,
that they neglect

to give the printer any kind of instructions as to the proper dressing of their advertisements.

Give your printer half a chance and time to do it and he will take pride in turning out the kind of job you want. But if you simply send in the "copy", without any instructions, it will be put through in the same old way.

The advertisements on these two pages contain the same text, but with wholly different settings. One is slipshod and absolutely devoid of character, while the other is dignified and distinctive and would easily attract attention on a newspaper page, suggesting, at once, the atmosphere of refinement and taste that your business merits.

Carrying Cases Advance in Price

The prices of Kodak, Brownie and Premo Carrying Cases, listed on pages 39 to 42 of the new Price List, were advanced August 8th, as follows:

Kodak and Brownie Carrying Cases

Leather Hand Carrying Case for V. P. K. \$1.00

Kodak

Complete your vacation equipment by taking your Kodak and a good supply of Eastman Film with you.

Be prepared for the picture story of your vacation.

Richard Roe & Co.

1201 Tripod Avenue

There are almost unlimited ways in which type matter may be arranged. It is merely a matter of personal taste, or display taste. In the advertisements which we have set for illustration, one is a mess of type with a mournful looking border, while the other shows refinement.

When you send your next advertisement to the printer; tell him, or the compositor, that you want a neat, dig-

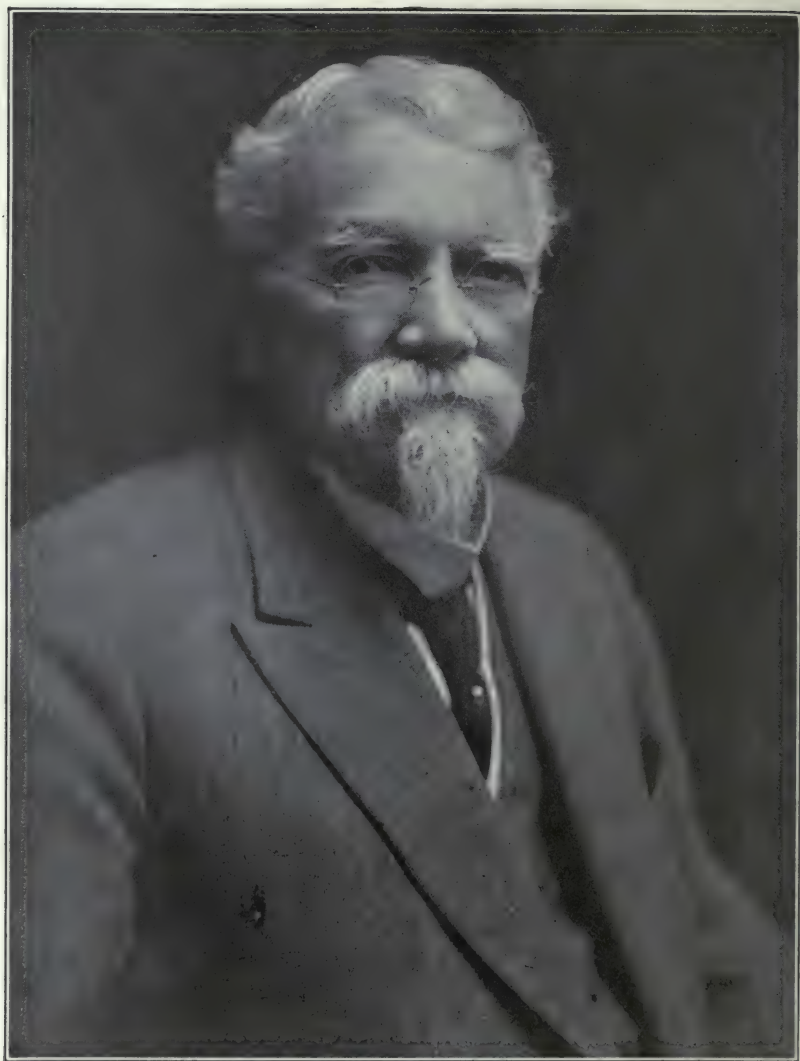
nified display. Tell him to set it in Caslon Old Style, or modern type, with the heading in "lower case" (small letters, not capitals), with a liberal margin of white space at the sides and your advertisement will attract attention.

Belt Case for V. P. K. in Russet Leather only.....	\$1.75
Grain Leather Case, velvet lined, for V. P. K. Special...	2.00
Hand Bag for V. P. K.....	.35
De Luxe Bag of Suede Leather for V. P. K.....	3.50
Satin Finish Leather Case for V. P. K.....	4.50
Leather Hand Carrying Case, with shoulder strap for No. 1 Kodak Jr., or No. 1 F. P. Kodak	4.50
Do., for No. 1A Kodak Jr., or No. 1A Kodak or No. 1A R. Type.....	4.50

Do., for No. 2C Kodak Jr.....	\$5.00	Sole Leather Case with shoulder strap for Pocket Premo C, 3¼ x 4¼, one plate holder and adapter.....	\$4.50
Do., for No. 3A Kodak Jr.....	5.25	Do., 3¼ x 5½.....	5.00
Do., for No. 3 Kodak.....	4.50	Sole Leather Case with shoulder strap for Filmplate Premo, 3¼ x 4¼, one plate holder or adapter.....	4.50
Do., for No. 3A Kodak.....	5.25	Do., 3¼ x 5½.....	5.25
Do., for No. 1A Speed Kodak.....	6.00	Do., 4 x 5.....	5.25
Do., for Stereo Kodak Model No. 1.....	6.75	Do., 5 x 7.....	8.00
Do., for No. 4A Speed Kodak.....	8.00	Grain Leather Velvet Lined Case, with shoulder strap, for Filmplate Premo Special, 3¼ x 4¼, one plate holder or adapter.....	6.75
Long Grain Leather, velvet lined Case, with strap for No. 1 Special.....	5.00	Do., 3¼ x 5½.....	7.50
Grain Leather Case, velvet lined, with strap, for No. 1A Special.....	6.00	Do., 4 x 5.....	7.50
Do., for No. 3 Special.....	6.00	Do., 5 x 7.....	10.00
Do., for No. 3A Special.....	6.75	Sole Leather Case for Premo No. 9, and five plate holders, 4 x 5.....	9.00
Leather Hand Carrying Case with shoulder strap, for No. 1 Panoram.....	6.75	Do., 3¼ x 5½.....	9.00
Do., for No. 4 Panoram.....	10.50	Do., and four plate holders, 5 x 7.....	11.25
Leatherette Hand Carrying Case for No. 0 Brownie.....	1.15	Sole Leather Case, velvet lined, for Premo No. 10, and six plate holders, 5 x 7.....	18.00
Do., for No. 1 Brownie.....	1.25	Grain Leather Velvet Lined Case for Premo No. 12.....	5.00
Do., with shoulder strap for No. 2 Brownie.....	1.50	Leatherette Carrying Case for Premo Jr. No. 0.....	.95
Do., for No. 2A Brownie.....	1.70	Do., No. 1.....	1.60
Do., for No. 3 Brownie.....	1.80	Do., No. 1A.....	1.80
Do., for No. 2C Brownie.....	1.80	Do., No. 3.....	1.95
Do., for No. 2 Folding Auto-graphic Brownie.....	1.70	Do., No. 4.....	1.70
Do., for No. 2A Folding Auto-graphic Brownie.....	1.80	Do., for Pocket Premo to hold Camera and Film Pack.....	1.60
Do., for No. 2C Folding Auto-graphic Brownie.....	1.90	Leatherette Carrying Case with Shoulder Strap for No. 2 Cartridge Premo.....	1.60
Do., for No. 3A Folding Auto-graphic Brownie.....	2.00	Do., for No. 2A Cartridge Premo.....	1.90
Trade Discount 30%.		Do., for No. 2C Cartridge Premo.....	2.00

Premo Carrying Cases

Sole Leather Case and shoulder strap for Premoette Jr. No. 1, 2¼ x 3¼.....	\$2.60	Do., for No. 2 Folding Cartridge Premo.....	1.90
Do., No. 1A, 2½ x 4¼.....	3.60	Do., for No. 2A Folding Cartridge Premo.....	2.00
Sole Leather Carrying Case with strap, for Premoette Sr. No. 1A.....	4.00	Do., for No. 2C Folding Cartridge Premo.....	2.10
Do., for Premoette Sr. No. 3.....	4.00	Do., for No. 3A Folding Cartridge Premo.....	2.20
Do., for Premoette Sr. No. 3A.....	5.25	Leatherette Case for Premo No. 8 and three plate holders 4 x 5.....	2.00
Grain Leather Velvet Lined Case, with strap, for Premoette Jr. No. 1 Special.....	3.60	Do., 3¼ x 5½.....	2.00
Do., for Premoette Jr. No. 1A Special.....	4.00	Do., 5 x 7.....	2.70
Sole Leather Case with shoulder strap for Film, Premo No. 1, 3¼ x 4¼.....	3.75	Trade Discount 30%.	
Do., 3¼ x 5½.....	5.00		



HENRY A. STRONG

Henry A. Strong

Henry A. Strong, for more than a quarter of a century the president of the Eastman Kodak Co. of New York, died at the family residence in this city on July 26th, aged 81 years.

Mr. Strong had been a successful manufacturer of whips for many years, as senior partner in the firm of Strong & Woodbury, when he became interested in the photographic business in 1881. George Eastman was at that time manufacturing dry plates and it was Mr. Strong who had the vision and the nerve to back the then small enterprise with a few thousand dollars. The business was at first conducted as a co-partnership, under the name of Strong & Eastman, but its rapid growth demanded larger resources and it was but a short time before it was incorporated and additional capital interested.

Mr. Strong sold out his interest in the whip business in the year 1895 when he took an active interest in the photographic business, which had then become the Eastman Kodak Company. In 1904 he retired from close association with its affairs, but remained on the board of directors as president.

His business success was known, of course, to the world; but it was in Rochester, and particularly among those who were closely associated with him, that he was most appreciated. He had not merely those qualities of uprightness and integrity that gave him the respect of business men, but a largeness of heart—and a happy way of showing it—that endeared him to those who worked with and for him.

He was not merely generous in a big way, a liberal giver to the charities of his home city, but he was thoughtful in the little things. He had the happy faculty of carrying with him an atmosphere of good cheer; a hard worker, until his later years, there was always time for a pleasant word of greeting, a winning smile, a merry quip or jest. And these he passed along, without favoritism, to the office boy as freely as to a fellow director. It was all spontaneous, the simple, unaffected evidence of his goodness of heart.

Photography owes much to Henry A. Strong, for he it was who first had faith to put money into the business that Mr. Eastman was developing. Rochester owes much to him, not alone for his backing what is now its greatest industry, but for his charities and for his good citizenship.



The Meridian Calendar

For many years it was the accepted plan to market a new design of calendar mount each season. Our departure last year of again making the calendar we had sold in 1917 was received with such marked approval by the trade that we are not

going to make any change this year, but will again sell the Meridian Calendar. It may be added that the designing of a new mount entails considerable initial expense, so that notwithstanding the big advances which have taken place in nearly all

lines of manufactured goods in the last twelve months we are able to offer these calendars at the same prices as those which prevailed last year.

Incidentally, the continuance of the design will help stock-keeping, for, no doubt, some dealers may have a few broken lots left over.

Furnished in two colors, grey and buff—slip-in principle.

Ready for shipment about Sept. 15th. Please let us have your order early to enable our manufacturing department to estimate requirements.

Prices

Horizontal and Vertical—Gray and Buff Colors.

V. P. K.	1½ x 2½	\$11.00
No. 1	2¼ x 3¼	11.50
No. 1A	2½ x 4¼	12.00
No. 2C	2¾ x 4¾	13.00
No. 3	3¼ x 4¼	12.50
No. 3A	3¼ x 5½	14.00

Trade Discount 40%.

Packed 25 to a box, orders accepted for any quantity.

1920 Calendar Pads, Buff and White, per hundred..... \$1.00

Trade Discount 25%.

Album Leaves

10 x 12 Album Leaves for Balmoral, Westminster and Glendale Albums, per package of 12..... \$.35

Trade Discount 30%.

Advance in Price

Eastman Scale \$6.50

Trade Discount 33⅓%.

Kodak Candle Lamp..... .30

Trade Discount 40%.

Cable Releases, No. 2 to No. 16, inclusive, each \$.40

Trade Discount 25%.

Looking Ahead

Albums are generally associated with Fall business, but many people are already returning from vacations and it is not by any means too soon to sort up your album stock.

If you have one roll of 116 film in stock and have a call for that size there is no difficulty in making the sale—but if you only had one album what would be your chances of selling it, even if you had a customer who wanted an album? It is human nature to want to pick and choose, especially where design and style are concerned.

By laying in a good representative stock of the various albums listed in the Kodak catalogue and consistently pushing them, a gratifying volume of *extra* business will result. Now is the time to plan a housing scheme for the thousands of new pictures that are being born.

A New Booklet

Before you read this we expect you will have received a copy of the new Graflex catalogue. There has been no departure worth recording from the standard models which were listed last year, but the new catalogue will be welcomed because it shows the current prices on instruments which we were forced to advance some time ago.

In addition to the regular catalogue we have prepared this year a small booklet or abridged list got up in similar form to the Kodak and Premo Booklets. It will be exceptionally useful for mailing to prospects.

Like the catalogues, the booklets are supplied gratis in reasonable quantities, but the supply is limited.



Along with your other fun—

a Kodak

Kodak adds to the sport on every outing. At the shore, hunting, camping, fishing—there are always pictures worth while—pictures you will be glad you have next winter.

(DEALER'S NAME AND ADDRESS HERE.)

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 5

TORONTO, CANADA

September, 1919

Suggestions For Fall

Help the amateur to produce the best results and you will create an increasing demand for photographic supplies. To do this, we must suggest things that will raise the standard of his work.

The *Kodak Sky Filters* will help to produce more satisfactory landscape results by intensifying the cloud effects. Ordinary exposures can be made with it on a bright day in $\frac{1}{25}$ of a second (or about twice the normal exposure) and without making it necessary to use a tripod.

Picture stories of the home—stories whose unaffected charm is always interesting—find their most fitting expression through the medium of the *Kodak Portrait Attachment*.

Don't forget the advantages of the *Kodak Film Tank* to the amateur who "does the rest" himself.

Then there is the *Kodak Amateur Printer* which enables the amateur to do his own printing with a convenience, dispatch and uniformity that is characteristic of the simplicity of the entire Kodak system.

There's always plenty to suggest

to the enthusiastic amateur. Let your suggestions carry the weight of conviction, and the rest will take care of itself.

Terms of Sale

Kodak policy has been generally satisfactory to our customers, and the Fourteenth Edition of our Terms of Sale contains no differences of any great moment from the Thirteenth Edition. A copy of the new edition is sent with this *Circular*, and every one of our dealers is particularly requested to read it carefully himself and see that his assistants understand its operation. This is, naturally, in the common interest.

A few of the paragraphs in the Fourteenth Edition are worded differently from what they were in the Thirteenth, the purpose being to convey their meaning more clearly. This is especially the case in the paragraph, "Shipments," printed in italics, on page 4.

Large pictures from small vacation negatives are easy to make with Brownie Enlarging Cameras.

“Kodakery” is Read

We know it isn't because its readers simply enjoy looking at the pictures that *Kodakery's* circulation is continually increasing. We know this because of the hundreds of letters we get every week asking for photographic information and advice. Every one of these is answered with a personal letter. Not by the office boy, but by experts who have grown up in the business—have become proficient through years of experience. Many of these letters contain prints, or negatives for criticism, and a tremendous amount of time is required to give each one the careful and individual attention it merits.

But what has this to do with the dealer? It has a significance which cannot be overestimated. It helps you materially, by creating a steady demand for supplies. *Kodakery* is a salesman, working along the lines of modern salesmanship, through suggestion and education, in a quiet, unobtrusive way. It impresses your customer with the fact that “Kodak Service” is not a myth. It begins with the sale of a camera and continues to create the desire for the materials with which to make better and still better pictures.

Kodakery helps to ring the cash register. See that your clerks get the name on the dotted line.

Don't Omit the Instructions

When goods are returned to us for any reason, be sure that a memorandum is sent at the same time under separate first-class mail, giving explicit instructions as to

what should be done with the goods.

There is no alternative for us but to return the goods to the shipper, unless the shipment is accompanied with instructions that will enable us to know what disposal is to be made of the goods. If attention is given to this small detail you will save yourselves and us an endless amount of time and trouble.

Hydrochinon Reduced in Price

1 oz. can	\$.33
$\frac{1}{4}$ lb. “	1.15
$\frac{1}{2}$ lb. “	2.20
1 lb. “	4.25
5 lb. tin	20.75

Discount, 33 $\frac{1}{3}$ %.

25 lb. lots assorted, discount 40%.

For the returned vacationist:

Velox Paper

Amateur Printer

Enlarging Cameras

Bromide Paper

Velox Transparent

Water Color Outfit

Mounting Tissue

Push Premos and Premo Film Packs

The Premo Film Packs run as consistently uniform in every quality as do our other sensitized products—the most consistently uniform in the world. With this fact in mind it is materially to your advantage to push Premo Film Packs and Premo Cameras.

See that your salesmen are alive to the merits of the Pack. There are a lot of amateurs to whom the film pack features appeal strongest. Get them for your customers.

There are many thousands of Film Pack Premos in use, and this means a very lucrative business in developing and finishing and a good margin of profit. If you maintain a finishing department, see that the proper attention is given to the correct development of Film Packs. And if you give the Film Pack customer the service he has a right to expect you will find that this feature is well worth your careful attention.

Majestic Print Dryers Advance in Price

Majestic Print Dryers, listed on page 99 of the Price List, were advanced September 5th, as follows:

Majestic Print Dryers

No. 1	\$40.00
No. 4	85.00
No. 5	85.00

Discount, 25%.

Elon gives the utmost of satisfaction.

Eldon Corner Pocket Folders

There is always a demand from the amateur fraternity for an individual folder, and we believe the Eldon Amateur Corner Pocket Folder will meet it. It is furnished in the four popular sizes, viz., $2\frac{1}{4} \times 3\frac{1}{4}$, 1A, 2C and 3A in brown and grey. No mounting is needed, the prints are simply slipped into corner pockets in the centre section and the other sections are folded over and held in place by a simple fastening.

Should it be desired to display the print on a table or shelf, the two outer flaps are simply bent backward and locked together, providing an easel back or vertical support.

These folders should prove ideal for sending those little remembrances which are customary after the vacation season. Insist on seeing our salesman's samples of this neat novelty.

The Price

Size	For Prints	Price per 100
No. 1	$2\frac{1}{4} \times 3\frac{1}{4}$	\$5.00
No. 1A	$2\frac{1}{2} \times 4\frac{1}{4}$	5.50
No. 2C	$2\frac{7}{8} \times 4\frac{7}{8}$	6.00
No. 3A	$3\frac{1}{4} \times 5\frac{1}{2}$	6.50

Trade discount, 25%.

Advance in Price of Rubber Focusing Cloth

An advance was made in the price of Rubber Focusing Cloth, listed on page 95 of the Price List, and from September 5th the price will be as follows:

Rubber Focusing Cloth

Per yard, 36 inches wide..... \$1.20

Trade discount, 25%.



The Exterior of the Booth

Kodak at The Toronto Exhibition

Again the world's largest annual exhibition has been successfully held and from the press reports, this year has been the most successful in its history—not only did the attendance reach the unprecedented total of 1,201,500, but the variety and quality of the exhibits were better than ever.

The Kodak booth was located at the same stand that we have occupied for a number of years, and attracted even more attention than usual. The pictures consisted entirely of sepia-toned enlargements on Royal Bromide, each framed in Circassian Walnut with a narrow gold lining; but instead of being simply arranged on a plush curtain background, as in the last two or

three years, six handsomely grained walnut panels were used, the group in each panel being entirely distinct from the others. The groups were entitled: "Take a Kodak With You"; "Kodak As You Go"; "Graflex Photography"; "Kodak On the Farm"; "Keep a Kodak Story of the Children," and "At Home With a Kodak."

The idea was novel, and with visitors of every type, one at least of the panels with its group of pictures, was sure to be interesting, as they depicted, not the unusual, but the every-day scenes of life, which always have such a strong appeal.

Nothing that we know of has such an attraction for the general public as an exhibition of enlargements of this nature. Few realize the possibilities of their Kodak neg-



Showing the Interior Arrangement

atives in making pictures of undoubted charm and possessing the personal interest, not alone as to origin but to subject as well, for decorating the home. Many a negative is eminently suited to enlargement and when made on Royal Bromide and sepia-toned is surely far preferable for decorating the walls of the home than the non-descript pictures one often sees and which probably cost quite as much.

Those dealers who do go after the enlargement business find that it pays better than straight developing and printing.

Our representatives in charge of the exhibit all report that never was greater interest shown, and we are making no mistake in predicting that many thousands who saw the exhibit but were not owners of Kodaks went away with the inten-

tion of investing in one at the first opportunity. The seed has been sown. Will you help bring to fruition the pioneer work that has been done?

Appropriate Booklets

The evenings are getting a little longer now and many of your customers will be interested in Flashlight work. The booklet "By Flashlight" explains all about it and will be supplied in reasonable quantities gratis. Better have some on hand, as the selling of Flashlight materials presents no difficulties and is entirely extra business. "At Home With a Kodak" is also a most appropriate booklet for this season and will likewise be supplied on request.

Your Golden Opportunity

You know that during the past summer, trains and hotels were more crowded than ever before, the tourist resorts having been booked up months in advance, but have you thought what the unprecedented travel means *now* to the Kodak dealer who has a good line of albums to offer the returning tourists and vacationists?

No vacation or tour was complete without the faithful Kodak or Brownie. Observation told you that, and the demand for cameras and films confirmed it conclusively. Now come September and October with a veritable host of orders for developing and printing. This rush on your Finishing Department is most welcome and profitable, but you can reap even more benefit from it, if you fully work the possibilities afforded by a good line of Albums. Loose prints are a good deal of a nuisance, they are almost never within reach when they are wanted and your customers will appreciate your reminding them that prints are best kept in an album.

As announced in the Kodak Trade Circular for February, we are making and catalogueing this year a range of albums that have met a pleasing reception from our customers. They have both the appearance and the actuality of high quality at moderate prices. While on the subject of price, we might mention an instance that came to our notice where a dealer did not realize, until our Salesman figured it out before him, that the Kodak Albums returned him a better profit than did a line he had been handling. Of course, prices are unrestricted.

APOLLO

Solid bound, rounded back. Cover of black cloth, watered silk effect. A pocket for loose prints is a most valuable feature. Black leaves only.

BALMORAL

This album is made of first quality material and on the open-back, loose-leaf principle, a decided advantage over the usual style of solid bound books. The fifty black leaves are firmly held in place by means of small metal tubes through which a silk cord is passed and tied. Any leaf may quickly be removed and new leaves added.

Not the least attractive feature is the cover of genuine crepe leather, a most pleasing finish. "Photographs" is stamped in gold letters on the upper left-hand corner.

FORUM

Flexible cover of black cloth, leather-embossed.

GLENDALE

Similar in make-up to Balmoral and Westminster, but has cover of linen-finish cloth, open-back, loose-leaf plan. "Photographs" on cover.

TIBER

This also is a loose-leaf album, but not of the open-back style. The leaves are bound in place by means of a cord which passes through eyelets placed in flaps hinged to the insides of the covers, in the centre of the back. Cover is of black leatherette and the whole is quite flexible. Fifty black leaves.

WESTMINSTER

This style has much in common with the Balmoral, their general make-up being the same—open-back, loose-leaf plan, with fifty black leaves. However, the cover material is black, seal grain leatherette, carrying the word "Photographs" in the upper left-hand corner.

To throw the fullest light on the question of price, we show below the list and the net prices at the varying discounts according to

quantity, on the styles of Albums named. The straight discount is 40%. On an assortment of the styles shown below of value amounting to \$50.00 at list prices, the discount is 40% and 10%, which equals a discount of 46%. On an assortment similar to that named above, of value \$100.00 or more at list prices, the discount is 40%-10%-10%, which in turn is a little better than a discount of 51%.

Album	Letter	List	Net At 40%	Net at 40% & 10%	Net at 40% & 10% & 10%
Apollo	A	\$1.00	\$.60	\$.54	\$.49
	B	1.25	.75	.68	.62
	C	2.25	1.35	1.22	1.10
	D	2.35	1.41	1.27	1.15
	E	1.25	.75	.68	.62
	F	1.60	.96	.87	.79
	G	2.50	1.50	1.35	1.22
	H	2.75	1.65	1.49	1.35
Balmoral	A	2.50	1.50	1.35	1.22
	B	3.50	2.10	1.89	1.71
	C	5.00	3.00	2.70	2.43
Forum	A & N	.70	.42	.38	.35
	B, O & E	.90	.54	.49	.45
	C & P	.90	.54	.49	.45
	D & R	2.15	1.29	1.17	1.06
	F & G	1.30	.78	.71	.64
	H	2.55	1.53	1.38	1.25
Glendale	A	1.25	.75	.68	.62
	B	1.75	1.05	.95	.86
	C	2.75	1.65	1.49	1.35
Tiber	A	1.25	.75	.68	.62
	B	1.75	1.05	.95	.86
	C	2.40	1.44	1.30	1.17
	D	2.75	1.65	1.49	1.35
Westminster	A	1.50	.90	.81	.73
	B	2.00	1.20	1.08	.98
	C	3.25	1.95	1.76	1.59

Price Advances

Eastman Plate Tanks

For 4 x 5, 3¼ x 5½ and smaller plates, including Solution cup, plate cage, loading fixture and adjustable kit	\$4.50
Ditto for 5 x 7 plates, without kit	7.00
Ditto for 8 x 10, with kit	14.00

No change in discount.

Velox Transparent Water Color Stamps

Complete booklet of 12 colors	\$.40
Separate color leaves (2 sheets)	.07
Complete outfit, comprising booklets of stamps, 3 brushes and mixing palette	1.00

Trade discount 33 1/3%.



Kodak

THERE'S more fun when
you have a Kodak to keep
the picture story. It's all very
simple by the Kodak system.

(DEALER'S NAME AND ADDRESS HERE.)

Advance in Prices

Effective September 15th, 1919

KODAKS

Vest Pocket Autographic Kodak with Meniscus Achromatic Lens	\$10.50
Do., with R. R. Lens	11.50
Special, with Kodak Anastigmat f. 7.7 Lens	18.00
Do., with Kodak Anastigmat f. 6.9 Lens	22.50
Do., with B. & L. Anastigmat f. 6.9 Lens	34.00
No. 1 Autographic Kodak Jr., with Meniscus Achromatic Lens (Fixed Focus)	16.75
Do., Focusing Model	16.75
Do., with R. R. Lens	19.25 ✓
Do., with Kodak Anastigmat f. 7.7 Lens	24.25 ✓
No. 1A Autographic Kodak Jr., with Meniscus Achromatic Lens (Fixed Focus)	18.25
Do., Focusing Model	18.25
Do., with R. R. Lens	21.00
Do., with Kodak Anastigmat f. 7.7 Lens	26.75 ✓
No. 2C Autographic Kodak Jr., with Meniscus Achromatic Lens	20.00 ✓
Do., with R. R. Lens	23.00
Do., with Kodak Anastigmat f. 7.7 Lens	28.25 ✓
No. 3A Autographic Kodak Jr., with Meniscus Achromatic Lens	21.00
Do., with R. R. Lens	24.75
Do., with Kodak Anastigmat f. 7.7 Lens	31.00
No. 1A Autographic Kodak with R. R. Lens	25.00 ✓
Do., with Kodak Anastigmat f. 7.7 Lens	31.00 ✓
No. 3 Autographic Kodak with R. R. Lens	25.00 ✓
Do., with Kodak Anastigmat f. 7.7 Lens	31.00
No. 3A Autographic Kodak with R. R. Lens	29.50 ✓
Do., with Kodak Anastigmat f. 7.7 Lens	35.50 ✓
No. 1 Autographic Kodak Special with Kodak Anastigmat f. 6.3 Lens	53.50
Do., with B. & L. Kodak Anastigmat f. 6.3 Lens	66.00
Do., with B. & L. Special Anastigmat f. 6.3 Lens	53.50
Do., with B. & L. Tessar Series IIb f. 6.3 Lens	80.00
Do., with B. & L. Tessar Series Ic f. 4.5 Lens	82.00
No. 1A Autographic Kodak Special with Kodak Anastigmat f. 6.3 Lens	59.00
Do., with B. & L. Kodak Anastigmat f. 6.3 Lens	73.00
Do., with B. & L. Tessar Series IIb f. 6.3 Lens	87.00
No. 3 Autographic Kodak Special with Kodak Anastigmat f. 6.3 Lens	58.50

Do., with B. & L. Kodak Anastigmat f. 6.3 Lens	\$72.50
Do., with B. & L. Tessar Series IIb f. 6.3 Lens	86.00
No. 3A Autographic Kodak Special with Kodak Anastigmat f. 6.3 Lens	71.50
Do., with B. & L. Kodak Anastigmat f. 6.3 Lens	94.00
Do., with B. & L. Tessar Series IIb f. 6.3 Lens	112.50
Stereo Kodak Model 1	58.50
No. 1 Panoram Kodak	23.50
No. 4 Panoram Kodak	36.50

BROWNIES

No. 0 Brownie Camera	2.90
No. 2 Brownie Camera	3.35
No. 2A Brownie Camera	4.60
No. 3 Brownie Camera	6.00
No. 2C Brownie Camera	6.00
No. 2 Folding Autographic Brownie with Meniscus Achro- matic Lens	10.25
Do., with R. R. Lens	12.00
No. 2A Folding Autographic Brownie with Meniscus Achro- matic Lens	11.25
Do., with R. R. Lens	13.75
No. 2C Folding Autographic Brownie with Meniscus Achro- matic Lens	15.00
Do., with R. R. Lens	17.75
No. 3A Folding Autographic Brownie with Meniscus Achro- matic Lens	17.00
Do., with R. R. Lens	20.00

ENLARGING CAMERAS

Vest Pocket Kodak Enlarging Camera	3.75
No. 2 Brownie Post Card Enlarging Camera	3.75
No. 2 Brownie Enlarging Camera	5.00
No. 3 Brownie Enlarging Camera	6.50
No. 4 Brownie Enlarging Camera	7.00
Kodak Enlarging Outfit	28.00
Eastman X-Ray Reducing Camera	160.00

PREMOS

Premo Jr. No. 1	3.35
Premo Jr. No. 1A	4.60
Premo Jr. No. 3	6.00
Premoette Jr. No. 1 with Meniscus Achromatic Lens	10.25
Do., with Planatograph Lens	12.75
Do., with Kodak Anastigmat f. 7.7 Lens	19.25
Premoette Sr., with R. R. Lens, 2½ x 4¼	16.75

Do., $3\frac{1}{4} \times 4\frac{1}{4}$	\$16.75
Do., $3\frac{1}{4} \times 5\frac{1}{2}$	21.25
Do., with Kodak Anastigmat f. 7.7. Lens, $2\frac{1}{2} \times 4\frac{1}{4}$	22.50
Do., $3\frac{1}{4} \times 4\frac{1}{4}$	22.50
Do., $3\frac{1}{4} \times 5\frac{1}{2}$	26.25
Pocket Premo	14.00
Cartridge Premo No. 2	3.35
Cartridge Premo No. 2A	4.60
Cartridge Premo No. 2C	6.00
Folding Cartridge Premo No. 2 with Meniscus Achromatic Lens	9.25
Do., with R. R. Lens	11.00
Folding Cartridge Premo No. 2A with Meniscus Achromatic Lens	10.25
Do., with R. R. Lens	12.75
Folding Cartridge Premo No. 2C with Meniscus Achromatic Lens	14.25
Do., with R. R. Lens	17.00
Folding Cartridge Premo No. 3A with Meniscus Achromatic Lens	16.00
Do., with R. R. Lens	19.25
Premo No. 8, 4×5	25.25
Do., $3\frac{1}{4} \times 5\frac{1}{2}$	25.25
Do., 5×7	36.50
Do., with Kodak Anastigmat f. 7.7 Lens, $3\frac{1}{4} \times 5\frac{1}{2}$	30.50
Premo No. 12 with R. R. Lens	23.75
Do., with Kodak Anastigmat f. 7.7 Lens	29.00
Do., with Compound Shutter and B. & L. Tessar Series IIb f. 6.3 Lens	52.00
Do., with Optimo Shutter and B. & L. Kodak Anastigmat f. 6.3 Lens	62.00
Do., with Kodak Anastigmat f. 6.3 Lens	48.50
Do., with B. & L. Special Anastigmat f. 6.3 Lens	48.50
Do., with B. & L. Tessar Series IIb f. 6.3 Lens	74.50
Do., with B. & L. Tessar Series Ic f. 4.5 Lens	76.50
Premo No. 9, $3\frac{1}{4} \times 5\frac{1}{2}$	47.50
Do., 4×5	47.50
Do., 5×7	59.50
Do., with Kodak Anastigmat f. 7.7 Lens, $3\frac{1}{4} \times 5\frac{1}{2}$	52.50
Do., 4×5	52.50
Do., with Kodak Anastigmat f. 6.3 Lens, $3\frac{1}{4} \times 5\frac{1}{2}$	74.50
Do., 4×5	74.50
Do., with B. & L. Kodak Anastigmat f. 6.3 Lens, $3\frac{1}{4} \times 5\frac{1}{2}$	91.00
Do., 4×5	87.50
Do., 5×7	119.00
Premo No. 10 with Planatograph Lens	96.50
Do., with B. & L. Kodak Anastigmat f. 6.3 Lens	158.00
Do., with B. & L. Protar Series VIIa Lens, No. 8	210.00

VIEW CAMERAS

Eastman View Camera No. 1, 5 x 7	\$42.00
Do., 6½ x 8½	45.00
Do., 8 x 10	48.00
Eastman View Camera No. 2, 5 x 7	55.50
Do., 6½ x 8½	57.50
Do., 8 x 10	63.00
Do., 7 x 11	68.00
Empire State View Improved, 11 x 14	80.00

Discounts Remain Unchanged.

SEED X-RAY PLATES—Advance in Price, Sept. 11th.

Size	With 2 Sets Envelopes Per doz.	With 12 Sets Envelopes Per doz.	Extra X-Ray Envelopes Per doz. sets
5 x 7	\$ 1.40	\$ 1.75	\$.35
6½ x 8½	2.10	2.60	.50
8 x 10	3.00	3.70	.70
10 x 12	5.15	6.20	1.05
11 x 14	7.25	8.70	1.45
14 x 17	11.25	13.90	2.65

Discount on Plates with Envelopes, 25%.

Discount on Extra Envelopes . . . 30%.

CANADIAN KODAK CO., LIMITED,
Toronto, Canada.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No 6

TORONTO, CANADA

October, 1919

Our Point of Contact With You

The proprietor of a general store in a comparatively small town recently made this statement:—"On my own desk in the store on Monday morning I had 109 pieces of advertising included in the mail. You can imagine how much of that I read."

It is quite possible that the proprietor or manager of a general store, or of a store carrying a number of lines, will occasionally find himself swamped with advertising literature, but the wise merchant speedily learns to separate the wheat from the chaff, and to carefully look for *and read* certain portions of such publicity matter.

We do not, and never have made it a practice, to bombard our dealers with advertising matter for their perusal.

The great percentage of our advertising matter is intended for the consumer.

But we do send you each month two highly important pieces of printed matter:—The *Kodak Trade Circular* and the *Kodak Salesman*.

The *Kodak Trade Circular* is our monthly personal message to you, and it is just as important to you as any first-class mail matter you receive. It is our only medium for keeping you fully posted as to new goods, discontinuances, price changes or discounts, changes in policy, new advertising helps, and other "up-to-the-minute" information relative to the Kodak line.

If you do not, each month, carefully and thoroughly read the *Kodak Trade Circular*, you can not, and will not, be in possession of the information you must have to handle the Kodak line successfully.

The *Kodak Salesman* is sent to you, and to such of your organization as you have selected to receive it. Its mission is to help them to become better salesmen, and to post them thoroughly on the Kodak line and to keep them interested and enthusiastic.

If you do not read the *Kodak Salesman* you can not know what we are doing to educate your sales force, and quite possibly miss something you, yourself, could use to advantage.

Also, from your experience, you might be able to suggest to us still more ways to help the salesman, and so help yourself, all other dealers, and us.

Eastman Etching Knife Advanced

Eastman Etching Knife, listed on page 94 of the 1919 Price List, was, on Sept. 19, advanced in price.

Eastman Etching Knife . . \$2.00

Albums Advance in Price

The Kodak.

A \$3.75
B 5.50

The Tiber.

A \$1.50
B 2.10
C 2.90
D 3.30

The Forum.

A and N. \$1.00
B, C, E, O & P 1.25
D & R 2.10
F & G 1.65
H 2.70

The Apollo.

A \$1.25
B 1.65
C 2.35
D 2.50
E 1.50
F 2.00
G 2.75
H 3.00

The Glendale.

A \$1.45
B 2.00
C 3.15

The Westminster.

A \$1.75
B 2.25
C 3.75

The Balmoral.

A \$2.90
B \$4.00
C 5.75

Discounts on all above 40%.

In assorted lots of \$50.00 list or more
40% & 10%.

In assorted lots of \$100.00 list or more
40% & 10% & 10%.

The Artist's Album.

Nos. 1, 2 and 3 \$.45
Nos. 4, 5 and 6 60

The Week-end Album.

No. 1. \$.40
No. 2. 55

The Snapshot Album.

No. 19 \$.20
No. 18 25

Discount 33⅓%.

The prices of extra leaves remain unchanged.

Discontinued

Satin Finish Leather Cases for Vest Pocket Kodak. No more will be made and our stock is exhausted.

Photo Notes. No more orders can be accepted for these.

Advance in Price

Kodak Sky Filters and Kodak Color Filters.

Nos. 0, 1, 2, 8 & 9 each . . . \$.75
" 3, 4, 6 & 13 each . . . 1.15
" 5 and 7 each . . . 1.50

Discount 33⅓%.

A Minute with the Ad Man

We all have met men for the first time who instantly impressed us as being sincere and in whom we had confidence.

Such men usually possess a sense of dignity and an appearance of well being. They do not approach us in harlequin costume, and neither do they introduce themselves by some clownish trick, a funny story or any act of undue familiarity.

What they have to say is direct and to the point; they have a real message to deliver, modestly, rather than over-stated, and so we believe in them.

If people believe in men for these reasons, it is fair to assume that they will believe in advertising dressed and presented in the same manner.

Very few people read advertisements for entertainment, unless we except some of those who read the "agony" columns of certain London papers.

The great majority of the readers of advertising are looking for things that will be of benefit to them, and for which they will have to pay good money.

Spending money, with the most of us, is a serious proposition, and so we take advertising seriously.

As we judge men, so do the majority judge an advertisement. If it does not impress us as being sincere, it fails in its purpose.

Comic illustrations and witticisms, real or alleged, may have their place in advertising, but occasions justifying their use are rare.

Freak type and extravagant or intricate borders may be compared to the attire of a vaudeville comedian, and so are entirely out of place when presenting a business proposition.

You could hardly expect a salesman who stuttered, stammered, or who possessed some other marked impediment in his speech, to be successful, and so neither can you expect an advertisement to be successful which is set in a type hard to read, or arranged in a jumbled effect.

Your salesmen are expected to sell goods, so you select them with care as to personal appearance and ability—and you coach them thoroughly regarding what they have to sell.

You pay for your advertising for exactly the same reasons you pay your salesmen, and if you expect your advertising to produce results you must give it equal thought and attention.

You can sell more enlargements

Whenever you find a good negative in a customer's order, talk enlargements.

Plates Advance

The necessity for raising the price of Dry Plates has become immediate.

For a long time we have deferred such action in the hope that, with the war over, costs would somewhat diminish and that the old prices could be adhered to. But, instead of falling, they continue to climb, with the result that we can no longer furnish Plates at the old prices. When the war put up the cost of silver and glass and gelatine, we still held down to our pre-war prices until our stocks of raw materials were exhausted, and then made but a slight advance in Plates. We hoped, after the signing of the armistice, that costs would begin to go down slowly. Nearly eleven months have passed, but, instead of going down, costs have continued to advance and an advance in the net selling price of Plates has become absolutely imperative.

Silver, as compared with pre-war price, is up about 125%, gelatine about 75%, glass over 100%. Such essentials as labels and boxes have gone skyward, and, with the cost of

living mounting, we have naturally made increases in our pay-roll.

The photographers of the country have had, and are having, a big business. But they, like the photographic manufacturers, have not, on the average, raised their prices in proportion to the prices on other goods. There is no reason, therefore, why they should not pass on to their customers this necessary increase in price.

In no instance during the war or since have we taken advantage of a shortage to boost prices. As long as we were able to keep our costs down through large, early purchases, we gave the trade the benefit. But the old stocks are exhausted and our only course is to make the advances announced below.

Numerous as the price changes have been in the past few years, there is no line of business, we believe, where the net average advances have been as small during the war period as in the photographic business. And we feel that we can take an honest pride in the part we have taken in helping to keep them down.



Advance in Prices Effective October 7th, 1919

Seed, Royal (S.E.R., Polychrome and Process) and Stanley

SIZES	PRICE per doz.	Backed Plates (Royal and Seed only)	
		PRICE per doz.	PRICE per doz.
2½ x 2½	\$.35		\$.45
2¼ x 3¼	.40		.50
3½ x 3½	.45		.55
3¼ x 4¼	.55		.65
3¼ x 5½	.75		.85

Plate Prices—(Continued)

SIZES		PRICE	Backed Plates (Royal and Seed only)
		per doz.	PRICE per doz.
4	x 5	\$.75	\$.85
4¼	x 6½	1.10	1.25
4¾	x 6½	1.15	1.30
5	x 7	1.25	1.50
5	x 8	1.45	1.70
6½	x 8½	1.90	2.15
7	x 11	2.75	3.10
8	x 10	2.75	3.10
10	x 12	4.85	
7	x 17	6.50	
11	x 14	7.00	
14	x 17	12.00	
8	x 20	12.65	
16	x 20	23.00	
18	x 22	32.00	
20	x 24	40.00	

Royal Lantern Slide Plates

SIZES	PRICE	With Backing
	per doz.	
3¼ x 3¼	\$.50	\$.60
3¼ x 4	.55	.65



Advance in Price

Wratten and Wainwright Filters cemented in "B" glass:

Size	Unmounted Circles or Squares	Mounted in Light Metal Cell
¾ inch	\$1.75	\$3.80
1 "	2.00	4.00
1¼ "	2.25	4.50
1½ "	2.50	5.00
1⅝ "	2.60	5.25
1¾ "	3.00	5.75
2 "	3.25	6.75
2⅞ "	3.50	7.25
2½ "	4.50	8.75

Special set of eight Contrast Filters 3" square, cemented in "B" glass,
K1, K2, K3, G.A.B.C. & F., per set..... \$28.00

Sets of Tri-color and Contrast W. & W. Filters cemented in "B" glass:

Size	Set of Three	Set of Four	Set of Five
2 inches square	\$ 5.85	\$ 8.45	\$10.40
2½ " "	9.75	13.00	16.50
3 " "	10.70	15.60	20.50
3¼ " "	13.85	18.20	23.40
3½ " "	15.60	21.45	28.25
4 " "	19.50	27.30	37.00

Discount 15%.

Making Customers of Purchasers

We came across a little story in a business magazine, entitled: "Making Customers of Purchasers," the same being a story of a plan adopted by a manufacturer to further his sales.

First off on reading that title, one is apt to think: why, there isn't any difference between a customer and a purchaser; but when you come to think it over, there is an almighty big difference, and a difference that has furnished food for much thought on the part of every merchant.

Here it is: A purchaser is an individual who comes into your store and departs with some article or articles of merchandise; and he cannot be considered a *customer* until he comes *back* to your store again.

Every merchant will agree that new customers are the life blood of a business, and that without them expansion and healthy growth are impossible. But, while fully realizing this, many merchants fall short in not properly and thoroughly instilling this thought into the minds of their salespeople, who are the direct point of contact with the purchaser.

The word "service," like the word "efficiency," has been overworked, but just the same, service, that something that makes the purchaser want to come again and so become a *customer*, must become an integral part of every salesman's make-up. Carelessness, indifference, or grouching will, every time, overbalance and outweigh good goods, good location and right prices.

Ask your salespeople how many stores they can recall where they have been purchasers, but did not become customers, and why. Drive home to them the difference between a purchaser and a customer, and the importance to them and to the store of the proper understanding of this difference.

Film Tanks—Advance in Price

The following Film Tanks and parts, listed on pages 103 and 104 of the 1919 Price List, were advanced in price on September 23, as follows:

Brownie Kodak Film Tank . . .	\$4.00
Vest Pocket Kodak Film Tank . . .	3.50
2½-inch Kodak Film Tank . . .	5.00
3½ " " " " . . .	6.00
5 " " " " " " . . .	7.00
7 " " " " " " . . .	8.50
Duplicating Outfit for Brownie Tank . . .	1.75
Do., for Vest Pocket Kodak Tank . . .	1.75
Do., for 2½-inch tank . . .	2.50
Do., for 3½-inch tank . . .	3.00
Do., for 5-inch tank . . .	3.50
Do., for 7-inch tank . . .	4.25
Brownie Commercial Duplicating Outfit, with tank cover . . .	2.50
Commercial Film Tank Developing Outfit . . .	40.00

Discount 32%.

Parts for Kodak Film Tanks:

	Brownie or V.P.K.	2½ inch	3½ inch	5 inch	7 inch
Reels . . .	\$1.00	\$1.15	\$1.25	\$1.50	\$1.75
Solution Cups . . .	1.25	1.50	2.00	2.25	2.50
Changing Box . . .	1.25	1.25	1.75	2.25	3.75
Heavy Changing Box for Commercial Outfit . . .	8.00				

No advance in price of parts for Kodak Film Tanks other than as referred to above.

Discount 25%.

**Album Time
—Show 'em.**

A Helpful Hint

If a Kodak is not a fixed focus model, the advantages of one can still be obtained in the following simple manner with the smaller sizes of Kodaks and Brownies:

Set the Pointer on the Focusing Scale at 25 feet,

Use a speed of 1-25 of a second,

Set the Diaphragm midway between—

1 and 2 if a Single Lens,

8 and 16 if an R.R. Lens.

f. 11 and *f.* 16 if an Anastigmat Lens.

By using an Autographic Kodak or Brownie this way, pictures of subjects distant 15 feet or more from the camera can be quite easily obtained, under a wide variety of conditions, the latitude of Eastman Film being able to take care of the departure from correct exposure, which is naturally involved in this system.

Should it be desirable to approach nearer than 15 feet to the subject or to give a longer exposure, owing to the weakness of the light, the camera can still be focused and the shutter speed or diaphragm altered in the usual manner.

When using a Kodak or Brownie in this way, as a fixed focus camera, the subject should be in the sun, but the camera in the shade.

While this system, strictly speaking, imposes some limitations on the user, it is admirably adapted to people who have difficulty in judging what is the proper exposure or the distance of their subject from the camera.

Discontinued

No. 2 Kodak Box. No more orders can be accepted.

No. 400 Metal Tripod. We can no longer supply this model.

Restored to List

Kodak	Magnesium	Ribbon	
Holders,	each		\$.30

Discount 33⅓%.

In 1 doz lots, discount 40%.

Alcohol Lamps for use with		
Magnesium Ribbon Holders,		
each		\$.35
Extra Wicks for above, per		
dozen		.18

Discount 33⅓%.

Correct Your Condensed Price List

The discount on Velox Liquid Developer in half-gallon bottles and Velox Liquid Hardener in half-gallon bottles and 5-gallon jugs, listed on page 44 of the 1919 Condensed Price List, is 25%. Also, the discount on Album Leaves, except those for the Artist's Album, is 30%. On the Artist's Album Leaves the discount is 33 1-3%.

Please make these corrections in your copy.

Please Destroy

If, among the display cards you received from us this year, you have one of a young woman standing on the beach holding a Kodak in one hand and beckoning with the other, please destroy it.

The negative, from which this picture was reproduced, was obtained by us in good faith and in the regular way customary in such transactions, but, as we find that the lady in question has some objections to its use, we ask you to please comply with her wishes and destroy it.



*Every outdoor
sport invites your*

Kodak

(DEALER'S NAME AND ADDRESS HERE.)

EXTRA!

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 6-B

TORONTO, CANADA

October 23rd, 1919

Advance in Paper Prices

The same causes which made it necessary to advance the prices of Dry Plates and Portrait Film apply likewise to Photographic Papers.

Rising costs in materials and labor are so serious that it is no longer possible to continue these goods at the old prices. In making the new prices on papers we have, as in the case of plates, adjusted, to a considerable degree, the inequalities that existed in the old lists where certain sizes were sold at an actual loss.

We believe that it is worth repeating, in substance, that the prices on photographic goods even now have been raised but slightly as compared with other goods. Similarly, the photographers of the country have, as a rule, kept their prices down and there is no legitimate reason why they should not pass on to their customers these necessary increases in price.

The prices and discounts in the following pages become effective on October 23rd.

NEW PAPER PRICE LIST

Velox, Single Weight

	Dozen	½ Gross.	Gross.
15/8 x 2 1/2	\$.12		\$ 1.10
2 1/4 x 3 1/4	.12		1.10
2 1/4 x 3 1/2	.12		1.10
2 1/2 x 4 1/4	.15		1.35
3 x 4	.15		1.50
3 1/2 x 3 1/2	.15		1.60
3 1/4 x 4 1/4	.20		1.75
2 7/8 x 4 7/8	.20		1.75
2 1/4 x 7	.20		2.00
3 1/4 x 5 1/2	.20		2.00
3 1/4 x 6	.25		2.30
4 x 5	.25		2.30
3 7/8 x 5 1/2	.25		2.30
3 3/8 x 6 1/2	.25		2.45
3 7/8 x 5 7/8	.25		2.50
4 x 6	.25		2.50
4 1/4 x 6 1/2	.30		3.05
5 x 7	.40	\$ 2.10	3.90
5 x 8	.45	2.40	4.40
3 1/2 x 12	.50	2.60	4.75
5 1/2 x 7 3/4	.50	2.60	4.75
6 x 8	.55	2.90	5.35
6 1/2 x 8 1/2	.65	3.45	6.35
7 x 9	.75	3.80	7.05
7 1/2 x 9 1/2	.85	4.35	8.00
7 x 11	.95	4.90	9.00
8 x 10	.95	4.90	9.00
9 x 11	1.15	6.00	11.20
10 x 12	1.45	7.50	13.85
11 x 14	1.75	9.20	17.00
14 x 17	2.65	13.80	25.50
16 x 20	3.50	18.40	34.00
18 x 22	4.40	23.95	42.50
20 x 24	5.25	27.50	51.00

Special cut sizes at proportionate prices on orders of a dozen or more amounting to \$1.00 list or more.

Velox, Single Weight in Rolls

	10 ft. Rolls.	10 yd. Rolls.
20 inches wide - - -	\$2.00	\$ 6.00
40 inches wide - - -	4.00	12.00

Velox for Cirkut Camera Prints

Single Weight

Size	5 in.	6 in.	6 1/2 in.	8 in.	10 in.	16 in.
25 ft.	\$1.25	\$1.50	\$1.65	\$2.00	\$2.50	\$4.00
50 ft.	2.50	3.00	3.30	4.00	5.00	8.00
100 ft.	5.00	6.00	6.60	8.00	10.00	16.00

Trade discount 30%.

Velox, Double Weight

	Dozen	½ Gross.	Gross.
15/8 x 2 1/2	\$.15		\$ 1.40
2 1/4 x 3 1/4	.15		1.40
2 1/4 x 3 1/2	.15		1.40
2 1/2 x 4 1/4	.20		1.70
3 x 4	.20		1.90
3 1/2 x 3 1/2	.20		2.00
3 1/4 x 4 1/4	.25		2.20
2 7/8 x 4 7/8	.25		2.20
2 1/4 x 7	.25		2.50
3 1/4 x 5 1/2	.25		2.50
3 1/4 x 6	.30		2.90
4 x 5	.30		2.90
3 7/8 x 5 1/2	.30		2.90
3 3/8 x 6 1/2	.30		3.05
3 7/8 x 5 7/8	.30		3.15
4 x 6	.30		3.15
4 1/4 x 6 1/2	.40		3.80
5 x 7	.50	\$ 2.60	4.90
5 x 8	.55	2.90	5.50
3 1/2 x 12	.60	3.10	5.95
5 1/2 x 7 3/4	.60	3.10	5.95
6 x 8	.70	3.50	6.70
6 1/2 x 8 1/2	.80	4.15	7.95
7 x 9	.90	4.60	8.80
7 1/2 x 9 1/2	1.00	5.50	10.00
7 x 11	1.15	5.90	11.25
8 x 10	1.15	5.90	11.25
9 x 11	1.40	7.70	14.00
10 x 12	1.75	9.10	17.30
11 x 14	2.15	11.15	21.25
14 x 17	3.20	16.75	31.90
16 x 20	4.25	22.30	42.50
18 x 22	5.30	27.90	53.15
20 x 24	6.40	33.45	63.75

Special cut sizes at proportionate prices on orders of a dozen or more amounting to \$1.00 list or more.

Velox in Rolls**Double Weight**

	10 ft. Rolls.	10 yd. Rolls.
20 inches wide - - -	\$2.50	\$ 7.50
40 inches wide - - -	5.00	15.00

**Velox for Cirkut Camera
Negatives**
Double Weight

Size	5 in.	6 in.	6½ in.	8 in.	10 in.	16 in.
25 ft. \$1.55	\$1.90	\$2.05	\$2.50	\$3.15	\$5.00	
50 ft. 3.10	3.80	4.10	5.00	6.30	10.00	
100 ft. 6.20	7.60	8.20	10.00	12.60	20.00	

Trade discount 30%.

Velox for Amateur Finishers**500 Sheet Packages**

	S. W.	D. W.
1½ x 2½	\$ 3.10	\$ 3.90
1¾ x 2¾	3.10	3.90
2¼ x 3¼	3.10	3.90
2½ x 3½	3.10	3.90
2½ x 4¼	3.80	4.75
2¾ x 4½	3.80	4.75
3¼ x 4¼	4.90	6.10
3½ x 4½	4.90	6.10
2¾ x 4¾	4.90	6.10
4¼ x 4¼	5.60	7.00
3¼ x 5½	5.60	7.00
3½ x 5¾	6.45	8.00
4 x 5	6.45	8.00
4¼ x 5¼	7.00	8.75
4¼ x 5½	7.00	8.75
4 x 6	7.00	8.75
4¼ x 6½	8.55	10.70
5 x 7	10.90	13.60

Special sizes smaller than 5 x 7 not included in list will be furnished in 500 sheet packages at proportionate prices to the next larger size.

Trade discount 30%.

Azo Paper, Single Weight

	Doz.	2 Doz.	½ Gross.	Gross.
1½ x 2½	\$.15			\$.75
2¼ x 3¼	.15			.75
2¼ x 3½	.15			.75
2½ x 4¼	.25			1.15
3 x 4	.25			1.25
3½ x 3½	.30			1.25

Azo Paper, Single Weight—Continued

	Doz.	2 Doz.	½ Gross.	Gross.
3¼ x 4¼		.30		1.25
2¾ x 4¾		.35		1.35
2¼ x 7		.35		1.35
3¼ x 5½		.35		1.35
3¼ x 6		.40		1.35
4 x 5		.40		1.35
3¾ x 5½	\$.20			1.35
3¾ x 6½	.20			1.45
3¾ x 5¾	.20			1.50
4 x 6	.20			1.50
4¼ x 6½	.25			1.90
4¾ x 6½	.30			2.25
5 x 7	.30		\$ 1.30	2.40
5 x 8	.40		1.50	2.75
3½ x 12"	.40		1.50	2.80
5½ x 7¾	.40		1.50	2.80
6 x 8	.45		1.90	3.45
6½ x 8½	.45		2.00	3.75
7 x 9	.50		2.20	4.15
7½ x 9½	.55		2.50	4.80
7 x 11	.60		2.95	5.40
8 x 10	.60		2.95	5.40
9 x 11	.75		3.95	7.20
10 x 12	.85		4.85	8.75
11 x 14	1.10		6.00	11.00
14 x 17	1.65		8.90	16.25
16 x 20	2.20		12.25	22.50
18 x 22	2.80		15.50	28.25
20 x 24	3.50		18.50	34.00

Special cut sizes at proportionate prices on orders of a dozen or more amounting to \$1.00 list or more.

Azo Paper in Rolls**Single Weight**

	10 ft. Rolls.	10 yd. Rolls.
20 inches wide - - -	\$1.10	\$3.30
40 inches wide - - -	2.20	6.60

Stereo Die Cut Azo

Per Gross \$1.50

**Azo for Cirkut Camera
Negatives**
Single Weight

Size	5 in.	6 in.	6½ in.	8 in.	10 in.	16 in.
25 ft. \$.70	\$.80	\$.95	\$1.05	\$1.30	\$2.10	
50 ft. 1.40	1.60	1.90	2.10	2.60	4.20	
100 ft. 2.80	3.20	3.80	4.20	5.20	8.40	

Trade discount 30%.

Azo Paper, Double Weight

	Doz.	2 Doz.	½ Gross.	Gross.
1 5/8 x 2 1/2		\$.20		\$.95
2 1/4 x 3 1/4		.20		.95
2 1/4 x 3 1/2		.20		.95
2 1/2 x 4 1/4		.35		1.45
3 x 4		.35		1.60
3 1/2 x 3 1/2		.40		1.60
3 1/4 x 4 1/4		.40		1.60
2 7/8 x 4 7/8		.45		1.70
2 1/4 x 7		.45		1.70
3 1/4 x 5 1/2		.45		1.70
3 1/4 x 6		.50		1.70
4 x 5		.50		1.70
3 7/8 x 5 1/2	\$.25			1.70
3 3/8 x 6 1/2	.25			1.80
3 7/8 x 5 7/8	.25			1.90
4 x 6	.25			1.90
4 1/4 x 6 1/2	.30			2.35
4 3/4 x 6 1/2	.40			2.75
5 x 7	.40		\$ 1.65	3.00
5 x 8	.50		1.90	3.40
3 1/2 x 12	.50		1.90	3.50
5 1/2 x 7 3/4	.50		1.90	3.50
6 x 8	.55		2.40	4.25
6 1/2 x 8 1/2	.60		2.65	4.70
7 x 9	.65		2.90	5.20
7 1/2 x 9 1/2	.70		3.30	5.90
7 x 11	.70		3.75	6.70
8 x 10	.70		3.75	6.70
9 x 11	.85		4.90	9.00
10 x 12	1.00		6.05	11.00
11 x 14	1.35		7.40	13.50
14 x 17	2.10		11.10	20.70
16 x 20	2.75		15.30	27.65
18 x 22	3.50		19.45	35.20
20 x 24	4.10		23.10	41.85

Special cut sizes at proportionate prices on orders of a dozen or more amounting to \$1.00 list or more.

Azo Paper, in Rolls**Double Weight**

	10 ft. Rolls.	10 yd. Rolls.
20 inches wide - - -	\$1.40	\$4.20
40 inches wide - - -	2.80	8.40

Azo Paper for Cirkut Camera**Negatives****Double Weight**

Size	5 in.	6 in.	6 1/2 in.	8 in.	10 in.	16 in.
25 ft. \$.95	\$1.05	\$1.10	\$1.25	\$1.60	\$2.50	
50 ft. 1.90	2.10	2.20	2.50	3.20	5.00	
100 ft. 3.80	4.20	4.40	5.00	6.40	10.00	

Trade discount 30%.

P.M.C. Bromide Single Weight

	Dozen	½ Gross.	Gross.
3 1/4 x 5 1/2	\$.25		\$ 2.20
3 1/4 x 6	.25		2.40
4 x 5	.25		2.40
3 7/8 x 5 1/2	.25		2.40
3 7/8 x 5 7/8	.25		2.65
4 x 6	.25		2.65
4 1/4 x 6 1/2	.30		3.15
5 x 7	.45	\$ 2.15	4.05
5 x 8	.45	2.40	4.60
3 1/2 x 12	.50	2.55	4.90
5 1/2 x 7 3/4	.50	2.55	4.90
6 x 8	.55	2.90	5.50
6 1/2 x 8 1/2	.65	3.50	6.55
7 x 9	.75	3.80	7.25
7 1/2 x 9 1/2	.80	4.30	8.25
8 x 10	.95	4.90	9.25
10 x 12	1.45	7.50	14.25
11 x 14	1.75	9.20	17.50
14 x 17	2.65	13.75	26.25
16 x 20	3.50	18.40	35.00
18 x 22	4.40	23.00	44.00
20 x 24	5.25	27.50	52.50

Special cut sizes at proportionate prices on orders of a dozen or more amounting to \$1.00 list or more.

P.M.C. Bromide Paper in Rolls**Single Weight**

	10 ft. Rolls.	10 yd. Rolls.
20 inches wide - - -	\$2.15	\$ 6.45
40 inches wide - - -	4.30	12.90

Trade discount 30%.

P.M.C. Bromide Double Weight

	Dozen	½ Gross.	Gross.
3 1/4 x 5 1/2	\$.30		\$ 2.75
3 1/4 x 6	.30		3.00
4 x 5	.30		3.00
3 7/8 x 5 1/2	.30		3.00
3 7/8 x 5 7/8	.30		3.25
4 x 6	.30		3.25
4 1/4 x 6 1/2	.40		3.90
5 x 7	.50	\$ 2.70	5.15
5 x 8	.55	3.00	5.70
3 1/2 x 12	.65	3.20	6.15
5 1/2 x 7 3/4	.65	3.20	6.15
6 x 8	.70	3.65	6.90
6 1/2 x 8 1/2	.80	4.30	8.20

P. M. C. Bromide, Double Weight— Continued

	Dozen	½ Gross.	Gross.
7 x 9	\$.95	\$ 4.75	\$ 9.05
7½ x 9½	1.05	5.40	10.30
8 x 10	1.20	6.05	11.55
10 x 12	1.80	10.00	17.80
11 x 14	2.20	11.50	22.00
14 x 17	3.30	17.25	33.00
16 x 20	4.40	23.00	43.75
18 x 22	5.50	28.70	54.70
20 x 24	6.55	34.45	65.65

Special cut sizes at proportionate prices on orders of a dozen or more amounting to \$1.00 list or more.

P.M.C Bromide in Rolls

Double Weight

	10 ft. Rolls.	10 yd. Rolls.
20 inches wide - - -	\$2.65	\$ 7.95
40 inches wide - - -	5.30	15.90

Trade discount 30%.

Eastman Bromide Papers, Single Weight

	Dozen	½ Gross.	Gross.
3¼ x 5½	\$.25	\$ 2.65	
3¼ x 6	.30	2.80	
4 x 5	.30	2.80	
3⅞ x 5½	.30	2.80	
3⅞ x 5⅞	.30	3.15	
4 x 6	.30	3.15	
4¼ x 6½	.40	3.75	
5 x 7	.50	4.90	
5 x 8	.55	2.90	5.50
3½ x 12	.60	3.10	5.85
5½ x 7¾	.60	3.10	5.85
6 x 8	.65	3.65	6.60
6½ x 8½	.80	4.10	7.90
7 x 9	.90	4.55	8.70
7½ x 9½	1.00	5.20	9.90
7 x 11	1.10	5.85	11.15
8 x 10	1.10	5.85	11.15
9 x 11	1.40	7.30	13.90
10 x 12	1.70	9.00	17.10
11 x 14	2.10	11.00	21.00
12 x 15	2.40	12.50	23.85
14 x 17	3.15	16.55	31.50
16 x 20	4.20	22.00	42.00
17 x 20	4.50	28.90	45.00
18 x 22	5.25	27.55	52.50
20 x 24	6.30	33.00	63.00

Special cut sizes at proportionate prices on orders of a dozen or more amounting to \$1.00 list or more.

Eastman Bromide Papers in Rolls

Single Weight

	10 ft. Rolls.	10 yd. Rolls.
20 inches wide - - -	\$2.55	\$ 7.65
40 inches wide - - -	5.10	15.30

Trade discount 30%.

Eastman Bromide Paper, Double Weight

Standard BB

	Dozen	½ Gross.	Gross.
3¼ x 5½	\$.35		\$ 3.30
3¼ x 6	.35		3.50
4 x 5	.35		3.50
3⅞ x 5½	.35		3.50
3⅞ x 5⅞	.40		3.95
4 x 6	.40		3.95
4¼ x 6½	.50		4.70
5 x 7	.60	\$ 3.25	6.15
5 x 8	.70	3.65	6.90
3½ x 12	.75	3.85	7.30
5½ x 7¾	.75	3.85	7.30
6 x 8	.85	4.35	8.25
6½ x 8½	1.00	5.20	9.90
7 x 9	1.10	5.70	10.90
7½ x 9½	1.25	6.50	12.40
7 x 11	1.40	7.35	13.95
8 x 10	1.40	7.35	13.95
9 x 11	1.75	9.15	17.40
10 x 12	2.15	11.25	21.40
11 x 14	2.65	13.80	26.25
12 x 15	3.00	15.65	29.80
14 x 17	3.95	20.70	39.40
16 x 20	5.25	27.55	52.50
17 x 20	5.65	29.50	56.25
18 x 22	6.30	33.15	63.15
20 x 24	7.90	41.35	78.75

Special cut sizes at proportionate prices on orders of a dozen or more amounting to \$1.00 list or more.

Eastman Bromide Papers in Rolls

Double Weight

	10 ft. Rolls.	10 yd. Rolls.
20 inches wide - - -	\$3.20	\$ 9.60
40 inches wide - - -	6.40	19.20

Trade discount 30%.

Solio Paper

	Doz.	2 Doz.	½ Gross.	Gross.
15 $\frac{1}{8}$ x 2 $\frac{1}{2}$		\$.20		\$.90
2 $\frac{1}{4}$ x 3 $\frac{1}{4}$		.20		.90
2 $\frac{1}{4}$ x 3 $\frac{1}{2}$		.20		.90
2 $\frac{1}{2}$ x 4 $\frac{1}{4}$		.25		1.00
3 x 4		.25		1.15
3 $\frac{1}{2}$ x 3 $\frac{1}{2}$		.25		1.20
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$		.25		1.30
2 $\frac{7}{8}$ x 4 $\frac{7}{8}$		.25		1.30
2 $\frac{1}{4}$ x 7		.30		1.50
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$		.30		1.55
3 $\frac{1}{4}$ x 6		.40		1.70
4 x 5		.40		1.70
3 $\frac{7}{8}$ x 5 $\frac{1}{2}$	\$.20			1.70
3 $\frac{3}{8}$ x 6 $\frac{1}{2}$	.20			1.80
3 $\frac{7}{8}$ x 5 $\frac{7}{8}$	.20			1.90
4 x 6	.20			1.90
4 $\frac{1}{4}$ x 6 $\frac{1}{2}$	.25			2.25
5 x 7	.30		\$ 1.60	2.90
5 x 8	.35		1.75	3.25
3 $\frac{1}{2}$ x 12	.35		2.00	3.50
5 $\frac{1}{2}$ x 7 $\frac{3}{4}$	.35		2.00	3.50
6 x 8	.40		2.25	4.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	.50		2.50	4.70
7 x 9	.55		2.75	5.20
7 $\frac{1}{2}$ x 9 $\frac{1}{2}$	.65		3.25	6.00
7 x 11	.70		3.50	6.65
8 x 10	.70		3.50	6.65

	½ Doz.	Doz.	½ Gross.	Gross.
9 x 11		\$.85	\$4.30	\$8.25
10 x 12		1.00	5.35	10.20
11 x 14	\$.70	1.25	7.00	13.00
14 x 17	1.05	1.90	10.50	20.00
16 x 20	1.35	2.50	14.00	27.00
18 x 22	1.70	3.15	17.50	34.00
20 x 24	2.00	3.75	20.50	40.50

Cabinet Seconds 1.40
 4x5 Seconds, trimmed.....1.25

Special cut sizes at proportionate prices on orders of a dozen or more amounting to \$1.00 list or more.

Kresko Paper

	Dozen	½ Gross.	Gross.
2 $\frac{1}{4}$ x 3 $\frac{1}{4}$			\$.75
2 $\frac{1}{4}$ x 3 $\frac{1}{2}$			.75
2 $\frac{1}{2}$ x 4 $\frac{1}{4}$			.90
3 x 4			.90
3 $\frac{1}{2}$ x 3 $\frac{1}{2}$			.95
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$			1.05
2 $\frac{7}{8}$ x 4 $\frac{7}{8}$			1.05
2 $\frac{1}{4}$ x 7			1.20
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$			1.25
3 $\frac{1}{4}$ x 6			1.35
4 x 5			1.35
3 $\frac{7}{8}$ x 5 $\frac{1}{2}$			1.35
3 $\frac{7}{8}$ x 5 $\frac{1}{2}$ Seconds			1.10
3 $\frac{7}{8}$ x 5 $\frac{7}{8}$			1.50
4 x 6			1.50
4 $\frac{1}{4}$ x 6 $\frac{1}{2}$			1.80
5 x 7	\$.25	\$ 1.20	2.30
5 x 8	.30	1.35	2.60
3 $\frac{1}{2}$ x 12			2.80
5 $\frac{1}{2}$ x 7 $\frac{3}{4}$	.30	1.50	2.80
6 x 8	.35	1.65	3.15
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	.40	2.00	3.75
7 x 9	.45	2.20	4.15
7 $\frac{1}{2}$ x 9 $\frac{1}{2}$	.50	2.45	4.70
8 x 10	.55	2.80	5.30
9 x 11	.65	3.45	6.60
10 x 12	.80	4.25	8.15
11 x 14	1.00	5.25	10.00
14 x 17	1.50	7.90	15.00
16 x 20	2.00	10.50	20.00
18 x 22	2.50	13.10	25.00
20 x 24	3.00	15.75	30.00

Solio Paper in Rolls

	10 ft. Rolls.	10 yd. Rolls.
20 inches wide - - -	\$1.25	\$3.75
40 inches wide - - -	2.50	7.50

Trade discount 30%.

Kresko Paper in Rolls

	10 ft. Rolls.	10 yd. Rolls.
20 inches wide - - -	\$1.00	\$3.00
40 inches wide - - -	2.00	6.00

Trade discount 30%.

Post Cards**Velox**

Dozen.	½ Gross.	Gross.	500
\$.30	\$1.50	\$2.90	\$7.50

Solio

Doz.	2 Doz.	½ Gross.	Gross.	500
\$.20	\$.30	\$.90	\$1.70	\$4.40

Azo

\$.25	\$.40	\$1.05	\$1.85	\$4.75
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Brownie Post Cards

	Doz.	½ Gross.	Gross.	500
Velox	\$.20	\$1.10	\$2.15	\$5.00
Solio	.15	.75	1.45	3.75

P. M. C. Bromide

Doz.	2 Doz.	½ Gross.	Gross.	500
\$.25	\$.40	\$1.25	\$2.40	\$6.15

Double Post Cards

	Doz.	½ Gross.	Gross.	500
Velox ...	\$.60	\$3.00	\$5.80	\$15.00
Solio ...	.40	1.80	3.40	8.80
Azo		2.10	3.70	9.50

Trade discount 30%.

Charge for Special Printing on Post Cards

When ordered in lots of not less than 1,000, the name and address or souvenir line will be printed on end, top or bottom of cards at the following prices:

First 1,000\$1.50 net
Subsequent lots, per 1,000.... .50 "

Backing Papers**Azo Backing Paper**

10 yd. rolls, 20 ins. wide, per roll \$2.25
10 yd. rolls, 40 ins. wide, per roll 4.50

In all cut sizes and in rolls, other than 20 or 40 inches wide, the price will be 72% of the list price of Azo Paper, odd figures to end in 0 or 5.

Velox Backing Paper

10 yd. rolls, 20 ins. wide, per roll \$2.75
10 yd. rolls, 40 ins. wide, per roll 5.50

In all cut sizes and in rolls the same stock as single weight Velox, price 50% of the list price of Velox, odd figures to end in 0 or 5.

Solio Backing Paper

10 yd. rolls, 20 ins. wide, per roll \$2.25
10 yd. rolls, 40 ins. wide, per roll 4.50

In all cut sizes and in rolls, price 55% of the list price of Solio Paper, odd figures to end in 0 or 5.

Trade discount 30%.

Change in List as follows:**Artura Papers**

Artura Iris, Grade A, Regular Weight.

	½ Gross.	Gross.
4 x 6.....	\$1.25	\$2.25

Artura Iris, Grades B, C, D and E,
Double Weight

	½ Gross.	Gross.
4 x 6.....	\$1.50	\$2.80

Artura Carbon Black, Regular Weight

	½ Gross.	Gross.
4 x 6.....	\$.95	\$1.70

Artura Carbon Black, Double Weight

	½ Gross.	Gross.
4 x 6.....	\$1.25	\$2.25

Trade discount 30%.

Aristo Platino

	Dozen	½ Gross.	Gross.
4 x 6.....	\$.30	\$1.35	\$2.40

Commercial Aristo Platino is discontinued and will not be supplied in the future.

Aristo Gold Paper

	Doz.	Gross.
4 x 6.....	\$.30	\$2.40

Trade discount 25%.

*If it isn't an Eastman,
It isn't a Kodak*

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 7

TORONTO, CANADA

November, 1919

A Slogan That Fits Your Case

Unquestionably the greatest advertising slogan ever coined was born of necessity and abandoned from policy: *"You press the button; we do the rest."*

When the Kodak was first advertised, the camera itself was simple, but the finishing methods were difficult. To make this new thing a success we had to provide a means for finishing the pictures. There were then no photographic finishers and professional photographers did not care to bother with paper film, or stripping film. The transparent film had not then made its appearance.

With the simplification of these methods, or processes, a new business was conceived. The dealers started finishing departments. We had no desire to compete in this and so we practically stopped advertising that end of our business. And as a result our finishing department has been run for nearly twenty-five years with the sole

object of providing a place for subjecting our goods to a practical test and of trying out new methods which could be passed on to the trade. And to-day there are a number of finishers who develop more negatives and make more prints than we do.

In those early days the amateur could not "do the rest." But as it became easy for the amateur to do his own developing and finishing, we wanted him to know that he could do it and it seemed unwise for us, or for our dealers, to use a slogan that could possibly give him an impression that the finishing was difficult.

Advertising has changed the minds of the public and now it is a generally accepted fact that photography is simple all the way, by the Kodak system. And so this old slogan which ushered in the birth of amateur photography is again a good one. Not for us, however, but for the Kodak dealer who has a department for amateur finishing, and he is welcome to use it.

Future Deliveries

Manufacturing conditions are still a bit unstable, but we are making every possible effort in the way of added space and equipment, to speed up production so that deliveries may be made promptly; and so keep up with the fluctuating prices made necessary by present market conditions.

As it is, orders can be accepted only as subject to the prevailing prices on the dates on which we are in position to make delivery.

This will apply also in instances where dealers order goods for the following month's account.

All prices depend on conditions beyond our control, and are subject to change at any time.

Corrections

As getting out the "Extra" Trade Circular last month was a rush job from typewriting the "copy" to putting them in the mail sacks, we know you will excuse a few errors, so please make the following corrections:

Velox, Single Weight:

14 x 17 ½ gross.....	\$13.40
16 x 20 " "	17.85
18 x 22 " "	22.35
20 x 24 " "	26.80

Discount, 30%.

P. M. C. Bromide, Double Weight, ½ gross, 10 x 12.....	\$ 9.40
P. M. C. Bromide, Double Weight, in rolls: 10-ft. roll, 40 inches wide, should be	5.30
P. M. C. Bromide, Double Weight, in rolls: 10-yd. roll, 40 inches wide, should be	15.90
Eastman Bromide Single Weight, ½ gross, 17 x 20, should be...	23.65
Eastman Bromide, Double Weight, 18 x 22, doz.....	6.55
½ gross	34.45
1 gross	65.65
Artura Aegis, 4 x 6, should be included with Artura Iris, Grades B. C. D and E, Double Weight.	

Advanced in Price

Kodak Portrait Attachments, listed on pages 32 to 34 of the 1919 Price List, have been advanced in price as follows:

Kodak Portrait Attachments:

Nos. 0, 1, 2, 3, 4, 5, 6, 7, 8, 9,
10 and 13\$.75

Discount, 33⅓%.

Lens and Shutter equipment for View Cameras:

5 x 7 R. R. Lens and Unicum Shutter	\$18.00
6½ x 8½ R. R. Lens and Unicum Shutter.	24.00
6½ x 8½ Symmetrical Lens in Single valve shutter..	30.00
8 x 10 Symmetrical Lens in Single valve shutter..	42.00
8 x 10 Symmetrical Lens in Double valve shutter..	42.00

The Symmetrical lens in double valve Automatic Shutter can no longer be supplied.

Correction

The discount on Nepera Solution in ½ gallon bottles listed on page 44 of the 1919 Condensed Price List is 25%.

Price Advance Sheets

We will supply, upon request only, the "Advance in Price" leaflets for the Kodak and Premo lines dated September 15, 1919, for dealers to insert in such Kodak and Premo Catalogues as they have on hand.

We will also supply, upon request only, extra copies of the price advance sheets for Papers.

Her Christmas Kodak

RICHARD ROE & CO.

Kodaks and Supplies

1201 Tripod Ave.



The New Christmas Street Car Card No. 759.

Price Reductions

Tozol, listed on page 44 of the 1919 Price List, was, on October 31, reduced in price as follows:

Tozol

1 ounce bottle.....	\$.84
¼ lb. "	2.85
½ " "	5.50
1 " "	10.75

Discount, 33⅓%.

Elon, listed on page 43 of the 1919 Price List, was, on October 31, reduced in price as follows:

Elon

1 ounce bottle.....	\$ 1.45
¼ lb. "	5.45
½ " "	10.70
1 " "	21.00

Discount, 33⅓%.

Eastman Ther- mometers

Eastman Thermometers, listed on page 101 of the 1919 Price List, were, on Oct. 31, 1919, increased in price as follows:

Eastman Thermometer \$1.00

Discount, 33⅓%.

Eastman Bromide Fabric

The manufacture of Eastman Bromide Fabric has been discontinued and no more orders can be accepted.

Kodak Metal Tripods

Advance in Price.

No. 0	\$5.00
No. 1C	6.50
No. 1	7.25

Discount increased to 33⅓%.

*Maintain the
Customer's Enthusiasm
With*

"Kodakery" —

*Get the Name on the
Dotted Line*

Extra Blotter Rolls for Majestic Print Dryers

Advance in Price.

Extra Blotter Rolls for Majestic Print Dryers listed on page 99 of the 1919 Condensed Price List have advanced in price as follows:

No. 1.....	\$4.50
No. 2.....	4.00
No. 3.....	3.75

Discount, 25%.

Eastman Focusing Cap for Enlarging Cameras

Advance in Price.

Eastman Focusing Caps for Enlarging Cameras listed on page 30 of the 1919 Condensed Price List have advanced as follows:

No. 1.....	\$1.00
No. 2.....	1.25
No. 3.....	1.75

Discount, 25%.

Eastman Dental Film Clips

Advance in Price.

Eastman Dental Film Clips listed on page 94 of the 1919 Condensed Price List have advanced as follows:

Price per dozen..... \$1.50

Discount, 25%.

How Many?

The Kodak and Premo Winter Booklets are in preparation and will be sent as usual on request only. How many, please?

Sodium Bisulphite

Reduction in Price.

Sodium Bisulphite listed on page 44 of the 1919 Condensed Price List has been reduced as follows:

1 oz. bottle.....	\$.13
$\frac{1}{4}$ lb. ".....	.20
$\frac{1}{2}$ " ".....	.25
1 " ".....	.40

Discount, 33 $\frac{1}{3}$ %.

Discontinued

Our stock of 5" Wooden Film Clips is exhausted, and as their manufacture has been discontinued, no more orders can be accepted.

Eastman Swivel Printing Frames

The Eastman Transparent Back Swivel Printing Frame has been discontinued and no further orders can be accepted. We can, however, still furnish the Eastman Swivel Printing Frame with solid back, listed on page 100 of the 1919 Condensed Price List, at the following advanced prices:

8 x 8	\$ 9.00
10 x 10	10.00

The 11 x 14 size is discontinued.
Discount, 25%.

**You can sell
sundries if you
show and
explain them.**



Eastman Timer (Improved)

The Eastman Timer (Improved) is similar in size and appearance to its predecessor. The improved model, however, has both a second and a minute hand which can be set by means of turn-keys.

Eastman Timer (Improved)..... \$5.00

Discount, 33⅓%.



Majestic Print Dryers

The Majestic Print Dryer is made by us in our own factory, but, obviously, we do not make the electric motor with which it is equipped. This is purchased from reputable manufacturers of electric motors and appliances, who, however, will give us no warranty or guarantee which we can pass on to our customers.

Consequently, we cannot hold ourselves responsible for any defect which the motor may develop after it has been placed in service.

Every
collection of
Amateur Prints
should be
housed in an
Album.

The logical time
to arrange and
mount them
is during the
long winter
evenings.

Show and talk
Albums *now*
while the time
is opportune.





The Victory Loan 1919

Our employees have been living up to the reputation for "going over the top" which they established in 1918, when with an objective of Fifty-thousand Dollars a total of Ninety-one thousand five-hundred was subscribed.

In the 1919 Victory Loan our objective was set at Sixty-five thousand Dollars, but when the subscription lists were finally closed we had piled up a total of One-hundred-and-five thousand five-hundred Dollars, entitling us to the Prince of Wales' Flag with two Crests.

The picture on the left illustrates how the total subscriptions from day to day were graphically shown to the employees.

In addition to the above, and quite distinct from the employees' efforts, the Company subscribed a quarter of a million dollars.

A Victory Loan Parade was held in Toronto on November 8th and above we show our entry. Though designed and prepared at very short notice, it attracted considerable interest and was conceded to be one of the seven most attractive "floats" in the parade, which goes to show that the popularity of the "Kodak Girl," which was the theme of our display, is undeniable.

ADVANCE IN PRICES

Effective November 22nd, 1919.

Graflex and Graphic Cameras and Accessories

No. 1A Graflex Camera without lens	\$102.00	Do., with Kodak Anastigmat Lens F.4.5, No. 32.....	\$129.50
Do., with Kodak Anastigmat Lens F.4.5, No. 31.....	126.00	Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 3.....	112.00
Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 2.....	113.50	Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 15.....	137.50
Do., with B. & L. Tessar Lens, Series Ic F.4.5 No. 14.....	132.50	3¼ x 5½ Compact Graflex without lens	113.00
No. 3A Graflex Camera without lens	120.00	Do., with Kodak Anastigmat Lens F.4.5, No. 33.....	151.50
Do., with Kodak Anastigmat Lens F.4.5, No. 33.....	158.00	Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 4.....	130.50
Do., with B. & L. Kodak Anastigmat Lens, F.6.3, No. 4.....	136.50	Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 15A.....	161.00
Do., with B. & L. Tessar Lens, Series Ic, F.4.5 No. 15A....	167.00	5 x 7 Compact Graflex without lens	148.50
3¼ x 4¼ Auto Graflex without lens	85.00	Do., with Kodak Anastigmat Lens F.4.5, No. 34.....	195.00
Do., with Kodak Anastigmat lens F.4.5, No. 31.....	111.00	Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 5.....	173.50
Do., with B. & L. Kodak Anastigmat Lens, F.6.3, No. 2	99.00	Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 16.....	207.00
Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 14.....	117.50	3¼ x 4¼ Telescopic R. B. Graflex without lens	134.00
4 x 5 Auto Graflex without lens.	99.00	Do., with Kodak Anastigmat Lens F.4.5, No. 32.....	160.00
Do., with Kodak Anastigmat Lens F.4.5, No. 32.....	129.50	Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 3.....	143.00
Do., with B. & L. Kodak Anastigmat Lens, F.6.3, No. 3.....	112.00	Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 15.....	168.00
Do., with B. & L. Tessar Lens, Series Ic, F.4.5, No. 15.....	137.50	4 x 5 Telescopic R. B. Graflex without lens	148.50
5 x 7 Auto Graflex without lens.	127.00	Do., with Kodak Anastigmat Lens F.4.5, No. 33.....	182.50
Do., with Kodak Anastigmat Lens F.4.5, No. 34.....	177.00	Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 5.....	173.50
Do., with B. & L. Kodak Anastigmat Lens, F.6.3, No. 5.....	155.00	Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 16.....	207.00
5 x 7 Auto Graflex with B. & L. Tessar Lens, Series Ic. F.4.5, No. 16	188.50	3¼ x 4¼ Revolving Back Auto Graflex without lens	148.50
Auto Graflex Jr., without lens.	62.00	Do., with Kodak Anastigmat Lens F.4.5, No. 33.....	182.50
Do., with Kodak Anastigmat Lens F.4.5, No. 30.....	87.00	Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 5.....	173.50
Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 1.....	77.50	Do., with B. & L. Protar Lens, Series VIIa, No. 10.....	216.50
Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 13.....	93.00	Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 15A.....	191.50
Revolving Back Graflex Jr., without lens	99.00		

4 x 5 Revolving Back Auto Graflex without lens.....	\$169.50	8 x 10 R. B. Cycle Graphic with R. R. Lens and Automatic Shutter	\$164.00
Do., with Kodak Anastigmat Lens F.4.5, No. 34.....	213.50	3¼ x 4¼ Speed Graphic without lens	78.00
Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 6.....	207.00	Do., with Kodak Anastigmat Lens F.4.5, No. 31.....	105.00
Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 17.....	272.00	Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 2.....	93.00
Press Graflex without lens.....	176.50	Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 14.....	111.50
Do., with Kodak Anastigmat Lens F.4.5, No. 34.....	219.50	4 x 5 Speed Graphic without lens	82.00
Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 5.....	198.00	Do., with Kodak Anastigmat Lens F.4.5, No. 32.....	114.50
Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 16.....	231.50	Do., with B. & L. Kodak Anastigmat Lens F.6.3 No. 3.....	97.50
Home Portrait Graflex without lens	212.00	Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 15.....	122.50
Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 17.....	309.00	3¼ x 5½ Speed Graphic without Lens	85.00
Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 18.....	360.00	Do., with Kodak Anastigmat Lens F.4.5, No. 33.....	127.00
Naturalist's Graflex without lens	226.00	Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 4.....	106.00
Do., with B. & L. Telestigmatic Lens F.6.8	330.00	Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 15A.....	136.00
Stereo Auto Graflex without lenses	226.00	5 x 7 Speed Graphic without lens	99.00
Do., with matched pair B. & L. Kodak Anastigmat Lenses F.6.3, No. 3.....	249.00	Do., with Kodak Anastigmat Lens F.4.5, No. 34.....	152.00
Do., with matched pair B. & L. Tessar Lenses, Series IIb F.6.3, No. 5	274.50	Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 5.....	130.50
No. 0 Graphic Camera	63.50	Do., with B. & L. Tessar Lens, Series Ic F.4.5, No. 16.....	164.00
4 x 5 R. B. Cycle Graphic with R. R. Lens and Automatic Shutter	83.00	Stereoscopic Graphic without lenses	141.50
Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 3, and Volute Shutter	124.00	Do., with matched B. & L. Kodak Anastigmat Lenses F.6.3, No. 3	175.00
Do., with B. & L. Protar Lens, Series VIIa, No. 7, and Volute Shutter	169.50	Do., with matched B. & L. Protar Lenses, Series V, No. 2.....	174.00
5 x 7 R. B. Cycle Graphic with R. R. Lens and Automatic Shutter	103.50	Graflex Enlarging Camera 8 x 10, without lens.....	48.00
Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 5, and Volute Shutter	164.00	Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 3.....	68.00
Do., with B. & L. Protar Lens, Series VIIa, No. 10, and Volute Shutter	207.50	F. & S. Finger Print Camera, complete with lens, shutter, two batteries, ten lamps and one double plate holder.....	47.00
6½ x 8½ R. B. Cycle Graphic with R. R. Lens and Automatic Shutter	128.00	F. & S. Identification Outfit complete, including camera, Kodak Anastigmat Lens F.6.3, two magazines, stand, reflector, numbering device, height scale, background, cable and socket, without lamps.....	448.00
Do., with B. & L. Kodak Anastigmat Lens F.6.3, No. 6, and Volute Shutter	198.00		

Graflex Roll Holders:

2¼ x 3¼	No. 50.....	\$13.25
3¼ x 4¼	No. 51.....	14.00
3¼ x 5½	No. 52.....	15.25
4 x 5	No. 53.....	15.25
5 x 7	No. 54.....	16.75

Graflex Film Pack Adapters:

2¼ x 3¼		\$ 6.50
3¼ x 4¼		7.00
4 x 5		7.75
3¼ x 5½		7.75
5 x 7		10.00

Carrying Cases for Crown Tripods:

No. 1 Imitation Walrus Fabrikoid	\$ 5.50
No. 2 Imitation Walrus Fabrikoid	6.00
No. 3 Imitation Walrus Fabrikoid	6.50
No. 4 Imitation Walrus Fabrikoid	7.25
No. 1 Sole Leather.....	7.25
No. 2 Sole Leather.....	8.25
No. 3 Sole Leather.....	9.25
No. 4 Sole Leather.....	10.50

Graflex Plate Holders:

2¼ x 3¼		\$ 2.50
3¼ x 4¼		3.50
4 x 5		3.50
3¼ x 5½		3.50
5 x 7		4.75

Graphic Plate Holders:

3¼ x 4¼		\$ 2.25
4 x 5		2.50
3¼ x 5½		2.50
5 x 7		2.75
6½ x 8½		3.25
8 x 10		3.50

Graflex Magazine Plate Holders:

2¼ x 3¼		\$15.25
3¼ x 4¼		18.00
4 x 5		19.00
3¼ x 5½		19.50
5 x 7		21.50
4¾ x 6½		25.00

Graphic Portrait Film Holders:

4 x 5		\$ 2.50
5 x 7		3.25
6½ x 8½		3.50
8 x 10		4.00

Graflex Portrait Film Holders:

4 x 5		\$ 3.50
5 x 7		5.50

Graphic Sight Finders:

3¼ x 4¼		\$ 4.50
3¼ x 5½		4.50
4 x 5		4.50
5 x 7		6.25

Graflex Color Plate Holders:

2¼ x 3¼		\$ 5.00
3¼ x 4		5.50
3¼ x 4¼		5.75
4 x 5		6.50
3¼ x 5½		7.00
5 x 7		7.75

Crown Tripods:

No. 1.....	\$10.75
No. 2.....	11.25
No. 3.....	13.25
No. 4.....	15.25

Crown Tilting Tripod Top:

No. 1.....	\$ 3.25
No. 2.....	3.80
No. 4.....	4.75
Professional	9.50

Crown Flash Lamp:

Each	\$ 1.75
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Carrying Cases (Leather):

1A Graflex	\$ 9.75
3A Graflex	12.00
3¼ x 4¼ Auto Graflex	11.00
3¼ x 4¼ Auto Graflex and Magazine Holder	12.00
4 x 5 Auto Graflex	12.50
4 x 5 Auto Graflex and Magazine Holder	14.25
5 x 7 Auto Graflex	18.50
5 x 7 Auto Graflex and Magazine Holder	19.50
Auto Graflex Jr.	8.75
Auto Graflex Jr. and Magazine Holder	11.00
R. B. Graflex Jr.	9.75
R. B. Graflex Jr. and Magazine Holder	11.50
3¼ x 5½ Compact Graflex	12.00
3¼ x 5½ Compact Graflex and Magazine Holder	13.00
5 x 7 Compact Graflex	17.00
5 x 7 Compact Graflex and Magazine Holder	\$18.50
3¼ x 4¼ Telescopic R. B. Graflex	12.50
3¼ x 4¼ Telescopic R. B. Graflex and Magazine Holder....	13.00
4 x 5 Telescopic R. B. Graflex	15.25

4 x 5 Telescopic R. B. Graflex and Magazine Holder....	\$16.25
3¼ x 4¼ Revolving Back Auto Graflex	14.25
3¼ x 4¼ Revolving Back Auto Graflex and Magazine Holder.	15.25
4 x 5 Revolving Back Auto Graflex	17.00
4 x 5 Revolving Back Auto Graflex and Magazine Holder.	18.50
Press Graflex	22.75
Press Graflex and Magazine Holder	24.00
Stereo Auto Graflex	15.75
Stereo Auto Graflex and Magazine Holder	17.00
Home Portrait Graflex	22.75
Home Portrait Graflex and Magazine Holder	25.00
Naturalist's Graflex	30.00
Finger Print Camera.....	15.25

Graphic Carrying Cases:

No. 0 Graphic.....	\$ 6.50
3¼ x 4¼ Speed Graphic.....	11.00
4 x 5 Speed Graphic.....	11.50
3¼ x 5½ Speed Graphic.....	11.50
5 x 7 Speed Graphic.....	14.75
Stereo Graphic	15.25

Carrying Cases for 6 Graflex Plate Holders:

2¼ x 3¼	\$ 6.50
3¼ x 4¼	7.00
3¼ x 5½	7.75
4 x 5	7.75
5 x 7	8.75

Lens Boards:

1A Graflex Camera	\$.85
3A Graflex Camera	1.00
3¼ x 4¼ Auto Graflex Camera.	1.00
4 x 5 Auto Graflex Camera.	1.00
5 x 7 Auto Graflex Camera.	1.25
3¼ x 5½ Compact Graflex	1.00
5 x 7 Compact Graflex	1.25
3¼ x 4¼ Telescopic R. B. Graflex	1.00
4 x 5 Telescopic R. B. Graflex	1.20
3¼ x 4¼ Revolving Back Auto Graflex	1.00
4 x 5 Revolving Back Auto Graflex	1.20
5 x 7 Press Graflex	1.25
5 x 7 Home Portrait Graflex	1.30
5 x 7 Stereo Auto Graflex..	3.25

8 x 10 Graflex Enlarging Camera	\$.65
4 x 5 R. B. Cycle Graphic..	.75
5 x 7 R. B. Cycle Graphic..	.80
6½ x 8½ R. B. Cycle Graphic..	1.00
8 x 10 R. B. Cycle Graphic..	1.00
3¼ x 4¼ Speed Graphic	.75
4 x 5 Speed Graphic	1.00
3¼ x 5½ Speed Graphic	1.00
5 x 7 Speed Graphic	1.20
5 x 7 Stereoscopic Graphic..	1.25

Focusing Panels for Graflex Cameras:

3¼ x 4¼ Auto Graflex Ground Glass Panel	3.65
4 x 5 Auto Graflex Ground Glass Panel	4.50
5 x 7 Auto Graflex Ground Glass Panel	6.00
Auto Graflex Jr. Ground Glass Panel	3.25
R. B. Graflex Jr. Ground Glass Panel	3.25
3¼ x 5½ Compact Graflex Ground Glass Panel..	4.50
5 x 7 Compact Graflex Ground Glass Panel..	6.00

Graflex Focal Plane Shutter for R. B. Cycle Graphic Cameras:

4 x 5	\$32.50
5 x 7	35.00
6½ x 8½	38.50
8 x 10	42.00

Supplementary Wide Angle Beds for Cycle Graphic Cameras:

4 x 5	\$11.25
5 x 7	12.50
6½ x 8½	13.75
8 x 10	15.00

Prices for altering the backs of Speed Graphic Cameras to accept Graflex Holders, the price including focusing panel but no plate or film holder:

3¼ x 4¼	\$18.50
4 x 5	18.50
3¼ x 5½	18.50
5 x 7	19.50

Extra Batteries for F. & S. Finger Print Camera No. 789, each. \$ 1.15

Extra Mazda Miniature Lamps, each

Extra Mazda Miniature Lamps, per carton of 10.....

Finger Print Developing Jar..

Finger Print Developing Cage..

Discounts remain unchanged.

To keep you posted

—The Kodak
Trade Circular

*To keep your
employees posted*

—The Kodak
Salesman

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 8

TORONTO, CANADA

December, 1919

Getting the Right Start

Quite frequently Kodak dealers send us copy they have prepared for their newspaper advertising, or clippings of the advertisements themselves, for criticism and suggestions—and we are always mighty glad to be of service.

We see copies of Kodak dealers' advertisements from all sections of the country, and naturally keep in touch with what you are doing in the way of newspaper publicity.

In glancing over a bunch of these clippings we were struck by how often the writer of the advertisement buried his best selling argument, either by placing it at the end, when it should have come first, or else by employing some phrase as a catch line set in large type that did not tie up directly with the proposition, and so in many instances was passed by, by the reader.

Here is one appearing early in November, thusly:

"Photographically speaking," (in

very large type occupying two lines) "it's not too soon to be thinking of Christmas," (in small type). (Next line small type.) "There is something about Kodak pictures that makes them fit right into your list of Christmas remembrances."

After this follows an excellently worded and displayed suggestion for enlargements from Kodak negatives as Christmas gifts.

It seems to us that this advertisement would have been strengthened by omitting the big headline, "Photographically speaking," and starting the advertisement with, "Not a bit too soon to be thinking of Christmas."

Then following with (in equally large type) "Kodak pictures just fit right into a list of Christmas remembrances; they carry with them a bit of personal touch, and when made up into one of our De Luxe Enlargements, make a gift that forever vividly recalls happy days."

Here is one advertising high grade finishing:

It reads this way:—"We're Just As Fussy" (in large type) "about the *quality of developing and printing* that we turn out as you would be if you were doing the work."

Now this statement and the way it is displayed is alright, *except* that Mr. Average Reader, when his eye lights on the line, "We're just as fussy," will be quite apt to mentally exclaim, "I don't care a tinker's whop-te-doodle-do whether you are fussy or not," and pass up reading the rest of it.

On the other hand if the advertisement started this way:—"If you are fussy about the *quality of your developing and printing*, we want you for a customer, because we are the same way, etc."

Now, you are talking from the reader's side of the fence instead of your own—and that makes a big difference in attention-getting value.

Now here is an example of a good headline:

"Write Your Own History With A Kodak (two lines in large type) —(then in smaller type) "Keeping a diary is irksome and too often a diary is dull and colorless. But with a Kodak you can make an ever vivid record of your travels and adventures, of your joys and of your friendships.

You'll enjoy taking the pictures, and as time goes on each snapshot will grow more and more dear to you."

There is a real selling argument, properly introduced and properly presented. It will be read by more than the average number of readers—and it will sell goods.

If you want to get the reader interested, talk from his side of the fence.

Advanced in Price

Kodak Trimming Boards

Listed on page 102 of the 1919 Condensed Price List, have advanced in price as follows:

No. 1.....	\$.65
No. 2.....	.85

Discount, 25%.

Kodak Mounting Tape

Listed on page 98 of the 1919 Condensed Price List, has advanced in price as follows:

Kodak Mounting Tape, per 100 ft. Roll.....	\$.35
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Discount, 40%.

Focusing Cloth

Rubber Focusing Cloth, listed on page 95 of the 1919 Condensed Price List, has advanced in price as follows:

36" wide, per yard.....	\$1.35
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Discount, 25%.



Let

Kodak

Tell the Christmas Story

RICHARD ROE & CO.
1001 TRIPOD AVE.

Declaration of Value

As our customers are aware, our quotations of prices are all f.o.b. Toronto. When we deliver goods to the transportation companies, receiving a receipt for same in good order, our responsibility is at an end. Any claim for loss or damage to the goods in the course of transit should be made to the Railway or Express Company concerned.

We especially wish to draw attention to the fact that the express companies will assume no liability beyond the sum of fifty dollars in respect of any one shipment, *unless value is declared at time of shipment*. We have no authority to declare value, unless specifically instructed to do so, on the particular order, because it entails extra expense, over and above the usual express charges; it may also mean delay in despatch because quite obviously the shipping department cannot compute the value and the invoice must be made out by the billing department before the goods can go forward.

If you wish us to declare value on any particular shipment, instruct us to do so on the order and your instructions will be carried out, but we cannot bind ourselves to declare value on all shipments to one dealer, unless each individual order carries such instructions.

Kodakery Subscriptions

On and after December 20th, all Kodakery subscriptions received will be held until after January 1st, 1920. Obviously, so many cameras will be bought as Christmas presents that this is necessary if we are not to spoil the surprise.

*Three desirable
qualities in any gift
are—*

*Pleasing Appearance
Usefulness
Serviceability.*

*Any one of the
Kodak Albums will
qualify under these
heads.*

*Put it up to your
customers.*



KODAK HEIGHTS

The white patch at the top of the picture is the Recreation Field.



FROM THE AIR.

while the smaller area on the right indicates the Tennis Courts.

To Save Your Time

It is not uncommon for us to receive a letter containing a check for a previous invoice, an order for goods, a notification of goods being returned for credit, a request for advertising matter and a query regarding some technical problem.

Now, in a small organization such a letter might not have to pass through more than two hands, perhaps one person could look after all of it.

But in a vast organization, such as ours, it becomes a very different proposition; the letter is first opened and read in the mail room and marked for the various departments through which it has to pass.

It is as much to our interest as it is to yours to have your letter handled by every department, through which it has to pass, with all possible speed.

Unusual conditions sometimes unavoidably delay the letter in some department, so in such case the other portions of your letter can not be attended to and answered until later.

Now, there is a way to obviate these conditions, and to get all of your communications attended to with promptness, and that is to write us a separate letter regarding each different matter.

These letters can all be enclosed in the one envelope and mailed. When received by us, each letter can then be sent to its department for immediate attention, and no part of your communication will have to wait its turn.

These letters can be made brief, and the omitting of the usual "courtesy" beginnings and endings

will entail no hard feelings on our part.

Thusly:

Baldwin, Ont.
Accompanying find our check
No. for dollars, covering your
invoice of

John Jones & Co.

11-7-19

Baldwin, Ont.
As per your letter of, we are
returning via the following
goods for credit:

John Jones & Co.

11-7-19

Baldwin, Ont.
Send us 25 Kodak Catalogues.
Electros Nos. 224A, 162B, 124A, 136C.
John Jones & Co.

11-7-19

Baldwin, Ont.
Can Velox be successfully used with
Brownie Enlarging Camera?
John Jones & Co.

11-7-19

Advanced in Price Hydrochinon

Listed on page 43 of the 1919
Condensed Price List.

1 oz. can.....	\$.35
¼ lb. can.....	1.20
½ lb. can.....	2.30
1 lb. can.....	4.40
5 lb. can.....	21.65

Discount, 33⅓%.

25 lb. lots assorted—Discount, 40%.

Eastman Permanent Crystal Pyro

Listed on page 43 of the 1919
Condensed Price List:

1 oz. bottle.....	\$.44
¼ lb. bottle.....	1.35
½ lb. bottle.....	2.55
1 lb. bottle.....	4.90

Discount, 33⅓%.

In lots of 100 ozs. or more, assorted,
40%.

The discount on Eastman Thermometers and Eastman Timers is 25% and not 33 1-3% as shown in error in the November Trade Circular.

INDEX TO TRADE CIRCULAR, 1919

The Numbers Indicate the Pages

- Advertising, Mar. 8; Apr. 7; June 2; June 6; July 1, 3; Aug. 1, 7; Oct. 3; Nov. 1, 2, 3; Dec. 1.
- Albums, Feb. 2; Mar. 3; July 2; Aug. 7; Sept. 6; Oct. 2.
- Amateur Printer, Jan. 6.
- Blotter Rolls, Feb. 5; Nov. 4.
- Brownie Safelight Lamp, Jan. 5; Apr. 5.
- Brownies, Mar. 9; Sept. 10.
- Bullseye Trays, Mar. 3.
- Cable Release, May 4; June 6; Aug. 7.
- Calendars, Aug. 6.
- Carrying Cases, Mar. 4; July 4; Aug. 2.
- Chemicals, Jan. 6; Feb. 5, 8; Mar. 3; Apr. 6; May 3, 5; June 4; July 4; Aug. 2; Sept. 2; Nov. 3, 4; Dec. 6.
- Clips, Mar. 3, 4; Nov. 4.
- Correspondence, Dec. 6.
- Dry Mounting Press, Mar. 4; July 4.
- Etching Knife, Oct. 2.
- Ferrotypes Plates, Mar. 3; Apr. 7.
- Film, Apr. 3.
- Filters, Jan. 3; Oct. 2, 5.
- Focusing Cap, Nov. 4.
- Focusing Cloth, Sept. 3; Dec. 2.
- Graflex Cameras, Feb. 5, 6; Mar. 9; Apr. 7; Nov. 8.
- Graphie, Feb. 5; Mar. 9; Apr. 7; July 4; Nov. 8.
- Hydrometers, Jan. 3.
- Illuminator, Graflex, May 2.
- Kits, R. O. Holder, Jan. 6.
- Kodakery, June 4; Sept. 2; Dec. 3.
- Kodaks, Mar. 9; Sept. 9.
- Lamps, Candle, Aug. 7.
- Lenses, Feb. 5; May 6.
- Magnesium Ribbon, Oct. 7.
- Majestic Print Dryers, Jan. 6; Apr. 7; Sept. 3; Nov. 5.
- Mounting Tape, Dec. 2.
- Mounts, May 5; Sept. 3.
- Optipod, May 3.
- Papers, Oct., Extra; Nov. 2.
- Parcel Post Insurance, Mar. 1.
- Plates, Oct. 4.
- P. M. C. Bromide, Mar. 5.
- Portrait Attachments, July 2.
- Premos, Mar. 9; Sept. 10.
- Printing Frames, Feb. 5; Mar. 4; Apr. 5; Nov. 4.
- Research Laboratory, Apr. 2.
- Roll Holder, Mar. 3.
- Scales, Aug. 7.
- Shipments, Mar. 2; Dec. 3.
- Snapshot Frames, June 6; July 6.
- Spotting Colors, Feb. 8.
- Squeegees, Jan. 3; Mar. 4.
- Strong, Henry A., Aug. 4.
- Tacking Iron, Mar. 4.
- Tanks, Apr. 5; July 4; Sept. 6; Oct. 6.
- Thermometers, Nov. 3; Dec. 6.
- Timer, Nov. 5; Dec. 6.
- Toronto Exhibition, Sept. 4, 5.
- Trays, Mar. 3.
- Trimming Boards, Dec. 2.
- Tripod Adapter, May 5.
- Tripods, Mar. 4; Nov. 3.
- Velox Water Color Stamps, Jan. 6; Sept. 6.
- Victory Loan, Nov. 6, 7.
- View Cameras, Mar. 9; Sept. 12.
- Waterproofing Wood, Apr. 4.
- Wratten Lamps, Apr. 5.
- W. & W. Publications, Apr. 4.
- W. & W. Safelight, Apr. 5; July 3.
- X-Ray Film, May 3.
- X-Ray Plates, Sept. 12.



There is the joy of getting a

KODAK

for Christmas

—and then the fun of using it that day
—and all the days to come.

You will find our store replete with gift suggestions. We have made a special effort to have things to sell for Christmas that people would like to get for Christmas.

Kodaks from \$10.50 up.

RICHARD ROE & SON.

12 Tripod Crescent

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 9

TORONTO, CANADA

January, 1920

Advance in Prices of Mounts

THE DUOTONE FOLDER

No.	For Prints	Per 100	Per 50
0	1½ x 2½	\$4.50	\$2.35
1	2¼ x 3¼	5.25	2.75
1A	2½ x 4¼	5.75	3.00
2C	2⅞ x 4⅞	6.25	3.25
3A	3¼ x 5½	6.75	3.50

INSLIP

No.	For Prints	Per 100	Per Doz.	Per Half-Doz.
A	3¼ x 5½	\$6.50	\$.95	
B	4¼ x 6½	6.75	1.00	
C	5 x 7	6.75	1.00	
D	6½ x 8½	9.00	1.30	
E	6 x 10	9.00	1.30	
F	8 x 10	11.00	1.60	
G	10 x 12	17.00		\$1.30
H	8 x 14	17.00		1.30
J	11 x 14	23.00		1.75
K	5 x 8½	7.25	1.00	
L	7 x 12	16.00		1.30
M	7 x 11	14.00	2.00	

DRIMOUNT

No.	For Prints	Per 100	Per Doz.	Per Half-Doz.
A	$3\frac{1}{4} \times 5\frac{1}{2}$	\$3.50	\$.55	
B	$4\frac{1}{4} \times 6\frac{1}{2}$	3.65	.55	
C	5 x 7	3.65	.55	
D	$6\frac{1}{2} \times 8\frac{1}{2}$	4.85	.70	
E	6 x 10	4.85	.70	
F	8 x 10	6.50	.95	
G	10 x 12	9.50		\$.75
H	8 x 14	9.50		.75
J	11 x 14	13.00		1.00
K	5 x $8\frac{1}{2}$	4.00	.60	
L	7 x 12	8.50		.65
M	7 x 11	8.00	1.20	

THE ELDON FOLDER

No.	For Prints	Per 100	
1	$2\frac{1}{4} \times 3\frac{1}{4}$	\$5.50	70
1A	$2\frac{1}{2} \times 4\frac{1}{4}$	6.00	75
2C	$2\frac{7}{8} \times 4\frac{7}{8}$	6.50	80
3A	$3\frac{1}{4} \times 5\frac{1}{2}$	7.00	85

LAGOON

No.	For Prints	Per 1000	Per 100	Per 50
Brownie	$2\frac{1}{4} \times 2\frac{1}{4}$	\$13.00	\$1.40	\$.75
1	$2\frac{1}{4} \times 3\frac{1}{4}$	15.00	1.60	.85
1A	$2\frac{1}{2} \times 4\frac{1}{4}$	19.00	2.00	1.05
2	$3\frac{1}{2} \times 3\frac{1}{2}$	19.00	2.00	1.05
3	$3\frac{1}{4} \times 4\frac{1}{4}$	23.50	2.50	1.30
2C	$2\frac{7}{8} \times 4\frac{7}{8}$	25.00	2.75	1.45
3A	$3\frac{1}{4} \times 5\frac{1}{2}$	27.50	3.00	1.55
4	4 x 5	25.00	2.75	1.45
4A	$4\frac{1}{4} \times 6\frac{1}{2}$	38.00	4.00	2.05
5	5 x 7	42.00	4.50	2.30

REMINGTON

No.	For Prints	Per 50	Per Doz.
391	5 x 7	\$3.50	\$1.00
392	$6\frac{1}{2} \times 8\frac{1}{2}$	4.75	1.30
393	8 x 10	6.00	1.60
394	6 x 10	6.00	1.60

RIDGEWAY

No.	For Prints	Per 1000	Per 100	Per 50
1	$2\frac{1}{4} \times 3\frac{1}{4}$	\$35.00	\$3.75	\$1.95
1A	$2\frac{1}{2} \times 4\frac{1}{4}$	38.00	4.00	2.05
3	$3\frac{1}{4} \times 4\frac{1}{4}$	44.00	4.50	2.30
2C	$2\frac{7}{8} \times 4\frac{7}{8}$	46.00	4.80	2.45
3A	$3\frac{1}{4} \times 5\frac{1}{2}$	47.50	5.00	2.55
4	4 x 5	52.50	5.50	2.80

VIEW

No.	For Prints	Per 1000	Per 100	Per 50
0	1½ x 2½	\$10.00	\$1.10	\$.60
1	2¼ x 3¼	13.00	1.40	.75
1A	2½ x 4¼	16.00	1.75	.95
2	3½ x 3½	16.00	1.75	.95
3	3¼ x 4¼	19.00	2.00	1.05
3A	3¼ x 5½	23.00	2.40	1.25
4	4 x 5	21.00	2.25	1.20
4A	4¼ x 6½	31.00	3.25	1.70
5	5 x 7	35.00	3.65	1.90
1 Panoram	2¼ x 7	22.50	2.35	1.25
4 "	3½ x 12	40.00	4.25	2.20

VISTA

No.	For Prints	Per 50	Per Doz.
381	5 x 7	\$2.85	\$.75
382	6½ x 8½	3.50	.90
383	8 x 10	4.25	1.05

WOODMAT

No.	For Prints	Each
1	2¼ x 3¼	\$.08
1A	2½ x 4¼	.09
3	3¼ x 4¼	.10
3A	3¼ x 5½	.11
4	4 x 5	.11

WOODMERE

No.	For Prints	Per 50	Per Doz.
401	5 x 7	\$3.50	\$1.00
402	6½ x 8½	4.75	1.30
403	8 x 10	5.75	1.50

No change in discount.

The manufacture of the Riverview Mount has been discontinued and no more orders can be accepted.

To save your time — to keep the beginner enthused—Fill out the "Kodakery" subscription blanks.

Price Changes—Apparatus and Sundries

The following goods were, on December 23rd, 1919, advanced in price, as follows:

COMBINATION BACKS:

(Page 30, 1919 Condensed Price List)

(For Use of Glass Plates in Kodaks)

Combination Back for No. 3 F. P. K. for Double Plate Holders \$4.50

Do., for No. 3 Special Kodak for Double Plate Holders..... 5.00

Do., for No. 3A F. P. K. for Film or Double Plate Holders (3¼x5½)..... 4.50

Do., for No. 3A Special Kodak for Film or Double Plate Holders (3¼x5½)..... 5.50

Discount 32%

EASTMAN FILM DEVELOPING CLIPS:

(Page 94, 1919 Condensed Price List)

3½-inch, per pair..... \$.45

5-inch, per pair..... .60

Discount, 25%.

Do., 3½-inch Film in quantities of 50 pairs or more without boxes, 33⅓%.

KODAK DOUBLE PLATE HOLDERS:

(Page 35, 1919 Condensed Price List)

For No. 3 F. P. Kodak (3¼x4¼) \$1.75

For No. 4 Bullet Special (Model C), No. 4 Cartridge Kodak, No. 4 Eastman Plate Camera, No. 4 Screen Focus Kodak, or No. 4 F. P. K. (4x5)..... 1.75

For No. 3A Folding Pocket or No. 3A Special Kodak (3¼x5½)..... 1.75

For No. 4A Kodak (4¼x6½)..... 2.00

For No. 5 Cartridge Kodak (5x7) 2.00

Discount, 30%.

PRINTING FRAMES:

(Page 100, 1919 Condensed Price List)

Kodak Auto-Mask..... \$1.50

Discount, 25%.

Kodak "Maskit" 3¼x4¼..... .55

Do., 3¼x5½..... .60

Do., 5x7..... .70

Discount, 33⅓%.

100 assorted, "Maskit" only, 40%.

Eastman, 3½x3½..... .35

Do., 3¼x4¼..... .35

Do., 3¼x5½..... .35

Do., 3¼x5½, for plates..... .40

Do., 4x5..... .35

Do., 5x7..... .45

Discount, 40%.

Eastman, 3½x12, for No. 4 Panoram Kodak..... 1.00

Do., 2¼x7, for No. 1 Panoram Kodak..... .55

Discount, 33⅓%.

Stereo Kodak Self-Transposing 4.00

Discount, 25%.

PRINT ROLLERS:

(Page 101, 1919 Condensed Price List)

Kodak Print Roller, double 6-inch..... \$1.15

Flexo Print Roller, single, 4-inch..... .35

Discount, 25%.

Eastman Print Roller, single... 5.25

Eastman Print Roller, No. 1, double..... 5.75

Discount, 25%.

KODAK CANDLE LAMP:

(Page 88, 1919 Condensed Price List)

Each..... \$.40

Discount, 40%.

Do., 50 or more, 50%.

PREMO PLATE HOLDERS:

(Page 36, 1919 Condensed Price List)

2¼x3¼ (Single)	\$.75
3¼x4¼	1.50
3¼x5½	1.50
4x5	1.50
5x7	1.75
6½x8½	2.00

Discount, 30%.

POTASSIUM BROMIDE GRANULAR:

1 oz. can.....	\$.17
¼ lb. can.....	.45
½ lb. can.....	.75
1 lb. can.....	1.35

Discount, 25%.

Advance in Price**"How to Make Good Pictures"**

(Page 92, 1919 Condensed Price List).

English or French Editions, per copy \$.50

Discount, 33⅓%.

Specify Voltage and Current

To insure successful operation it is absolutely necessary that the voltage and current be specified when ordering Dry Mounting Presses and Electrically Heated Tacking Irons.

This information can always be obtained from the customer's local lighting company.

Every Christmas Kodaker is a new customer for some dealer—Get your share of this new business—Show the Sundries.

Your Finishing Department

Will it be able to
operate at maxi-
mum efficiency
during the coming
season?

Now is the time to
get that new equip-
ment installed
which you need.



The
Kodak Album

will be a source of interest for all the
years to come.

RICHARD ROE & CO.,
50 Tripod Avenue

A New Album

The Balmoral, Westminster and Glendale Albums which we placed on the market some time ago have met with such approval that it has been decided to introduce another album, possessing the same features of make-up of the three mentioned, but having a superior covering.

This new album is called the "Kingsway." The cover is of heavy genuine hand-finished leather, showing the natural grain and, a choice of the following colors is offered—Russett Brown, Olive Brown, Light Grey and Dark Grey.

Built on the loose-leaf plan, each album comes with 50 black leaves secured with a cord of proper color to harmonize with the cover.

THE PRICE THE KINGSWAY ALBUM.

Russett Brown, Olive Brown, Light Grey or Dark Grey.

No.	Size of leaves	Each
A	5½ x 7	\$3.50
B	7 x 10	5.50

Specify color of cover when ordering.
Extra leaves, per package of 12:

A	\$.18
B	.25

Discount 40%.

Assorted lots of \$50.00 or more (which may include the Apollo, Balmoral, Forum, Glendale, Tiber or Westminster) 40% and 10%.

Do., \$100.00 list or more 40%, 10% and 10%.

ELON.

Listed on page 43 of Condensed Price List.

Reduction in Price.

1 oz. bottle	\$1.05
¼ lb. bottle	3.95
½ lb. bottle	7.65
1 lb. bottle	15.00

Discount 33⅓%.

EASTMAN PORTABLE BACK- GROUNDS.

Listed on page 91 of 1919 Condensed Price List.

Advance in Price.

Plain White, Black or Grey, size
4 x 5 feet..... \$5.00

Discount 25%.

The Right Way

Retail store advertising in the newspapers is planned and written with the idea of bringing business to some particular store.

Sometimes, however, you will find Kodak dealers advertising to help their competitors.

They usually go about it something like this: "We handle only Eastman Kodaks," or "A full line of Eastman Kodaks."

Now, we'll have to admit that Kodaks are Eastman Kodaks, but when a dealer says in his advertising "*Eastman* Kodaks," right away the reader gains the impression that there *are* Kodaks other than the Eastman variety, which is exactly opposite to the idea the dealer wishes to convey.

Advertise "Kodaks" not—"Eastman Kodaks," and make use of the phrase, "If it isn't an Eastman, it isn't a Kodak."

We have spent thousands and thousands of dollars in advertising the fact that "Kodak" is our registered and common law trade mark, and that it can not be rightly applied except to goods of our manufacture. And in this advertising we have almost invariably included the phrase, "If it isn't an Eastman, it isn't a Kodak."

In a number of the January magazines, with a combined circulation approaching fifteen million readers, an advertisement is running emphasizing this fact.



*Every outdoor
sport invites your*

Kodak

RICHARD ROE & CO.,
50 Tripod Ave.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 10

TORONTO, CANADA

February, 1920

YOU KEEP HALF

Kodakery Subscriptions — From Those Not Entitled To It On a Free Basis—At Sixty Cents a Year—Thirty Cents For You and Thirty Cents For Us.

There is nothing that breaks the heart of the average person like digging down into his pocket and paying for something that he has once had for nothing. If you don't believe this just watch an ex-newspaper man fondly fondle the money he passes through the window at the box office when he is buying the theatre tickets that he used to get free. Or better still, look at the pain on the face of the former railroad employe when he purchases a mileage book. Both of them are to be commiserated. Nothing but dire necessity or a great longing would make said reporter or said railroad man

part with hard-earned cash for those bits of pasteboard that used to come freely for the asking. It hurts.

All of which seemingly irrelevant matter leads up to the fact that Kodakery has nearly one thousand paid subscribers. That many people who received the little magazine for nothing for a whole year, wanted it so badly that without any urging they sent in their money so that they could continue to read it.

We must be making the right kind of a magazine or these people would not be sufficiently interested to subscribe. If we can get one

thousand paid subscribers without any kind of a selling campaign, we can get many times one thousand with your co-operation—and at a double profit to you.

Our plan is not in any way to interfere with the present method of sending Kodakery free for one year to those purchasers of our amateur cameras, who fill out and send in to us the subscription blank which is a part of every manual.

But there are thousands of amateur photographers in Canada who are not entitled to Kodakery free under our offer. We want these people as *paid* subscribers. The magazine will be worth the money to them; it will be worth more money to you and to us from an advertising standpoint if they pay for it.

The plan is to make the subscription price Sixty Cents a year with a discount of fifty per cent. to Kodak dealers who secure the subscriptions. All this will mean far more to you than the thirty cents you make on the subscription. It will mean that for every subscription you take, the little magazine will be stimulating interest for you twelve times a year. It is because it has shown its worth under the original plan of distribution that we want to increase the subscription list even though such increase means a big added expense to us. For every thirty cents we receive from you on this offer, we will spend over fifty cents in printing and mailing the magazine.

Some sayer of business saws has remarked that "new customers are the life blood of business." True, but new customers cost so much to get that it is worth while to spend money to keep them—and

we know of nothing we can do that will do more toward keeping alive their interest in photography than supplying the amateurs with an illustrated monthly magazine that will help them make better pictures and constantly suggest to them new ways in which they can make their cameras add to their pleasure.

Kodakery sells film and sundries—frequently it makes the Brownie user a Kodak purchaser, and the Kodak purchaser a Graflex purchaser. It may not make many new customers, but it does increase the business from the old customers.

Getting Ready for Business

Those dealers who do developing and finishing themselves or who are contemplating doing so this coming season, will find it to their advantage to go over their equipment carefully now, so as to have everything in shape for the busy months. Usually any attempt to make changes and alterations when the number of rolls received daily begins to climb results in so much commotion and annoyance that the efficiency of the work people is greatly diminished.

It will be good economy, and pay in the long run to install the best equipment the business can afford, for this will promote smooth working and the prompt turning out of work without hurry.

Above all, see that the work-rooms are well and efficiently lighted. Nothing is better than Wratten Safelights, of proper series for the work in progress. They give the greatest permissible volume of light consistent with safety.

Advance in Price**SPECIAL ROLL HOLDER FOR
PREMO No. 12:**

Listed on page 37 of the 1919
Condensed Price List:

Special Roll Holder for Premo
No. 12 \$15.00

Discount, 30%.

MAPLE LEAF TRAYS:

Listed on page 102 of the 1919
Condensed Price List:

3A, shallow	\$0.50
4 x 6	.90
5 x 7	1.25
8 x 10	2.00
11 x 14	4.75
14 x 17	6.25
16 x 20	7.25
20 x 24	16.00

Discount, 40%.

KODAK LEATHER DRESSING:

Listed on page 44 of the 1919
Condensed Price List:

Per 16 oz. can \$1.25

Discount, 25%.

**F. & S. IDENTIFICATION
OUTFIT:**

These Outfits, listed on page 20
of the 1919 Condensed Price List,
are advanced as follows:

F. & S. Identification Outfit, in-
cluding Camera, Kodak An-
astigmat lens, f.6.3, two mag-
azines, stand, reflectors, num-
bering device, height scale,
background, cable and sock-
ets, without lamps \$450.00

Discount, 32%.

**POTASSIUM BROMIDE
GRANULAR:**

Listed on page 43 of the 1919
Condensed Price List:

1 oz. can	\$.18
¼ lb. can	.47
½ lb. can	.80
1 lb. can	1.50

Discount, 25%.

KODAK ALBUM:

Listed on page 12 of the 1919
Condensed Price List:

"A" 50 leaves, 4¾ x 7 \$4.25
"B" 50 leaves, 7 x 11 6.50

No change in discount.

CORRECTION:

On page 7 of the January
edition of the *Trade Circular* the
price of the "B" Kingsway Album
was erroneously given as \$5.50 each.
The correct figure is \$5.00. Please
make the necessary correction.

**EASTMAN ENLARGING
OUTFIT:**

Listed on page 15 of the 1919
Condensed Price List:

Including 500 Watt Nitrogen
Mazda Lamp but without lens \$175.00

The Eastman Enlarging Outfit
with three sheets ground glass in-
stead of Condensing Lenses is dis-
continued.

**For Your Finishing
Department:**

Film Developing Hangers.

Film Pack Developing Hangers.

Film Clips.

Thermometers.

Eastman Timers.

Wratten Safelight Lamps.

Eastman Printing Masks.

Rounds Print Washer.

Majestic Print Dryers.

Amateur Delivery Envelopes.

Kodak Tested Chemicals.

Are You Working Your Field?

Additional business can be got as readily by persistently soliciting your established customers as by trying to attract new ones.

A fruitful field is the sale of albums, for it is not confined to amateurs alone, embracing as well all those people who receive prints from their friends—and who does not?

If you are not already taking advantage of this market, begin now, because the profits are quite worth while.

Instructions For Repair Jobs

Our Kodak Repair Department is fully equipped and manned to turn out all ordinary repair jobs with despatch. But we can not, in a good many instances, accomplish this for the reason that the instructions from the dealer arrive anywhere from two days to a week after we have received the instrument.

Even when the repairs needed are obvious, we cannot feel free to proceed with the work, because in many instances the customer wants only some specific part repaired and would object to our doing other repairs which, in our opinion, would seem necessary.

So, please, not only to aid us in getting your repair jobs back to you speedily, but to avoid congestion in the Repair Department, send us your instructions at the same time you forward the instrument.

The most satisfactory method for forwarding is by Registered Parcel Post or Express, with the name and address of the sender distinctly marked on the package, a letter being mailed at the same time with covering instructions.

When there are several cameras in one shipment it is advisable to tag each one, placing thereon a mark to identify it with reference to the letter of instructions.

See that the "Kodakery" subscription blanks are filled in—and *mailed*.



*The film that fits
the Kodak best, is*

Kodak Film

Our supply in all
sizes is complete—
get your picture
ammunition here.

(DEALER'S NAME AND
ADDRESS HERE)

Cut No. 250 B (shown here) without text
matter, will be sent free on request.



ATTENTION VALUE

The up-to-date merchant, having his own delivery service, has been quick to realize the advertising possibilities of his equipment.

In the accompanying illustration we show how one Kodak dealer makes his delivery automobile a constant and continuous advertisement.

Mr. S. C. Blessing, who worked out the idea, says: "I just took the camera and told the tinner to make one as near like the original as he could, and to make it just four times the size of the original.

The reproduction is twenty-seven inches high, five inches deep, and twelve inches wide.

The bed is twelve inches wide

and fifteen inches long. The front is fifteen inches from the top of the fender to the bed.

The handle and winding key are just painted.

I have a red light in the lens that I use in place of the regular tail light, and this is connected to the battery through the legs of the stand which are made of small gas pipes.

The total cost was twenty-one dollars, not counting my labor, as I made the stand and did the wiring myself.

It certainly attracts a great deal of attention, and I have been asked several times if I made pictures with it."



Your Kodak Story

is not complete until the prints
are in your album.

Bring us your films and we will
make pictures you will be proud
to show.

RICHARD ROE & CO.,
100 Premo Square

You Keep Half

Boost the "Kodakery" subscription plan as outlined on page 1.

Every subscription you take, aside from netting you a good profit, will be stimulating interest for you twelve times a year.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 11

TORONTO, CANADA

March, 1920

Advance in Film Prices

It can be postponed no longer.

Effective as of March 19th, we advanced the price of film in accordance with the price list on the following pages.

We have endeavored to get through the era of high costs without raising the price of that most important photographic staple. Nobody really expected us to, yet we hoped that even with our percentage of profit sorely cut, we would be able to tide along until the costs of raw materials began to diminish. But diminishing costs do not seem to be in the book.

Labor is up and up; silver is three times its former price; gelatine has doubled in cost; bromides are four times and cotton six times the lowest price. Acids have likewise skyrocketed, while advancing

costs have also increased that other important factor, "overhead."

Even the tremendous increase in business, tending, of course, to keep costs down, can no longer even begin to offset these increases in materials and labor.

There is no line of products, we believe, where selling costs have been so consistently held down as in the photographic line—and this applies particularly to the sensitized goods—to films and papers and plates—the goods that sell in the biggest volume.

The advance in the price of film, under the conditions is but slight.

We believe that your amateur customers will not object to this increase in price but, on the contrary, will be astonished that it is so slight.

EASTMAN N.C. AND AUTOGRAPHIC FILM

Number of Film	Size of Film	6 Ex.	8 Ex.	10 Ex.	12 Ex.
102	1½ x 2				\$.30
127	1⅝ x 2½		\$.25		
121	1⅝ x 2½	\$.20			.35
117	2¼ x 2¼	.20			
105	2¼ x 3¼	.25			.50
120	2¼ x 3¼	.25			
116	2½ x 4¼	.30			.60
101	3½ x 3½	.35			.70
118	3¼ x 4¼	.45			.90
124	3¼ x 4¼	.45			.90
119	3¼ x 4¼	.45			.90
130	2⅞ x 4⅞	.45		\$.75	
122	3¼ x 5½	.55		.90	
125	3¼ x 5½	.55		.90	
123	4 x 5	.55			1.10
103	4 x 5	.55		.90	
104	5 x 4	.55			1.10
126	4¼ x 6½	.75			
115	7 x 5	.95			
128 for	Ensignette No. 1	.20			
129 for	Ensignette No. 2	.25			

KODAK SPOOLS

24 Exposures Only

Number of Film	List Price per Roll	Number of Film	List Price per Roll
1	\$.75	4 Reg.	\$1.80
2	1.20	4 Jr.	1.80
3	1.20	5	3.60
3 Jr.	1.20	6	4.80

GRAFLEX FILM

Number of Film	Size of Film	List Price per Roll	Number of Film	Size of Film	List Price per Roll
50	3¼ x 2¼	\$.25	53	5 x 4	\$.55
51	4¼ x 3¼	.45	54	7 x 5	.95
52	5½ x 3¼	.55			

CIRKUT FILM

For Cirkut Camera Number 5

Size of Film	List Price per Roll	Size of Film	List Price per Roll
5 in. x 15 in.	\$.30	5 in. x 30 in.	\$.65
5 in. x 20 in.	.45	5 in. x 42 in.	.85

CIRKUT FILM

For Cirkut Outfits No. 6 and No. 8

Size of Film	List Price per Roll	Size of Film	List Price per Roll
6½ in. x 3 ft.	\$.95	8 in. x 4 ft.	\$1.55
6½ in. x 6 ft.	1.90	8 in. x 8 ft.	3.10
6½ in. x 10 ft.	3.10	8 in. x 12 ft.	4.65

CIRKUT FILM

For Cirkut Cameras No. 10 and No. 16

Size of Film	List Price per Roll	Size of Film	List Price per Roll
6 in. x 5 ft.....	\$ 1.45	10 in. x 10 ft.....	\$ 4.80
6 in. x 10 ft.....	2.90	10 in. x 15 ft.....	7.20
6 in. x 15 ft.....	4.35	10 in. x 20 ft.....	9.60
8 in. x 5 ft.....	1.90	12 in. x 6 ft.....	3.45
8 in. x 10 ft.....	3.80	12 in. x 10 ft.....	5.70
8 in. x 15 ft.....	5.70	12 in. x 15 ft.....	8.55
8 in. x 20 ft.....	7.60	16 in. x 6 ft.....	4.60
10 in. x 4 ft.....	1.90	16 in. x 10 ft.....	7.60
10 in. x 6 ft.....	2.90	16 in. x 20 ft.....	15.20

ROLL HOLDER CARTRIDGES

Size of Film	List Price per Roll 6 Exp.	Size of Film	List Price per Roll 6 Exp.
3½ in.	\$.35	5 in.	\$.55
4¼ in.	.45	7 in.	.95
4 in.	.55		

E. W. ROLL HOLDER

24 Exposures Only

Size of Film	List Price per Roll	Size of Film	List Price per Roll
3¼ in.	\$1.20	5 in.	\$3.60
4 in.	1.80	6½ in.	4.80
4¼ in.	2.40	8 in.	7.15
4¾ in.	2.70		

PREMO FILM PACKS

Number of Film	Size of Film	List Price per Pkt. 12 Exp.	Number of Film	Size of Film	List Price per Pkt. 12 Exp.
300	1¾ x 2¾	\$.30	342	3 x 5¼	\$1.00
320	2¼ x 3¼	.50	322	3¼ x 5½	1.10
316	2½ x 4¼	.60	323	4 x 5	1.10
318	3¼ x 4¼	.90	315	5 x 7	1.90

2 Exposure films will not be furnished in the future.

All prices subject to change without notice.

Trade discounts unchanged.



The accompanying list was, on March 8th, 1920, advanced in price as follows:

Vest Pocket Auto. Kodak Special with B. & L. Kodak Anastigmat f.6.9 Lens No. 0.....	\$37.00
No. 1 Auto. Kodak Special with Kodak Anastigmat f.6.3 Lens.....	56.50
Do., with B. & L. Kodak Anastigmat f.6.3 Lens No. 1.....	72.50
Do., with B. & L. Special Anastigmat f.6.3 Lens.....	59.00
Do., with B. & L. Tessar Series IIb f.6.3 Lens No. 3.....	88.50
Do., with B. & L. Tessar Series Ic f.4.5 Lens No. 12.....	90.50
No. 1A Auto. Kodak Special with Kodak Anastigmat f.6.3 Lens.....	67.00
Do., with B. & L. Kodak Anastigmat f.6.3 Lens No. 2.....	84.50
Do., with B. & L. Tessar Series IIb f.6.3 Lens No. 4.....	101.50

No. 3 Auto Kodak Special with Kodak Anastigmat <i>f</i> .6.3 Lens.....	\$61.50
Do., with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens No. 2.....	79.50
Do., with B. & L. Tessar Series IIb <i>f</i> .6.3 Lens No. 4.....	96.00
No. 3A Auto. Kodak Special with Kodak Anastigmat <i>f</i> .6.3 Lens.....	76.00
Do., with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens No. 4.....	103.50
Do., with B. & L. Tessar Series IIb <i>f</i> .6.3 Lens No. 5K.....	124.50
Graflex Enlarging Camera 8x10 with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens No. 3	72.00
No. 1A Graflex with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens No. 2.....	117.50
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens No. 14.....	140.00
No. 3A Graflex with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens No. 4.....	141.50
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens No. 15A.....	177.00
Auto Graflex with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens—	
3¼ x 4¼ No. 2 Lens.....	102.50
4 x 5 No. 3 Lens.....	116.00
5 x 7 No. 5 Lens.....	162.00
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens—	
3¼ x 4¼ No. 14 Lens.....	125.00
4 x 5 No. 15 Lens.....	146.00
5 x 7 No. 16 Lens.....	200.00
Auto Graflex Jr. with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens No. 1.....	80.50
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens No. 13.....	99.00
Revolving Back Graflex Jr. with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens No. 3	116.00
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens No. 15.....	146.00
Compact Graflex with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens—	
3¼ x 5½ No. 4 Lens.....	135.00
5 x 7 No. 5 Lens.....	180.00
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens—	
3¼ x 5½ No. 15A Lens.....	171.00
5 x 7 No. 16 Lens.....	218.50
Telescopic Revolving Back Graflex with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens—	
3¼ x 4¼ No. 3 Lens.....	146.50
4 x 5 No. 5 Lens.....	180.00
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens—	
3¼ x 4¼ No. 15 Lens.....	176.50
4 x 5 No. 16 Lens.....	218.50
Revolving Back Auto Graflex with B. & L. Kodak Anastigmat Lens <i>f</i> .6.3—	
3¼ x 4¼ No. 5 Lens.....	180.00
4 x 5 No. 6 Lens.....	217.00
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens—	
3¼ x 4¼ No. 15A Lens.....	201.50
4 x 5 No. 17 Lens.....	291.50
Do., with B. & L. Protar Series VIIa <i>f</i> .6.3 Lens—	
3¼ x 4¼ No. 10 Lens.....	227.00
Press Graflex 5 x 7 with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens No. 5.....	205.00
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens No. 16.....	243.00
Home Portrait Graflex 5 x 7 with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens No. 17	328.00
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens No. 18.....	387.00
Stereo Auto. Graflex 5 x 7 with matched pair B. & L. Kodak Anastigmat Lenses <i>f</i> .6.3 No. 3.....	260.50
Do., with matched pair B. & L. Tessar Series IIb <i>f</i> .6.3 Lenses No. 5.....	292.50

Revolving Back Cycle Graphic with B. & L. Kodak Anastigmat *f*.6.3 Lens and Volute Shutter—

4 x 5	No. 3 Lens.....	\$131.50
5 x 7	No. 5 Lens.....	175.00
6½ x 8½	No. 6 Lens.....	212.00

Do., with B. & L. Protar Series VIIa Lens and Volute Shutter—

4 x 5	No. 7 Lens.....	181.50
5 x 7	No. 10 Lens.....	222.00

Speed Graphic with B. & L. Kodak Anastigmat *f*.6.3 Lens—

3¼ x 4¼	No. 2 Lens.....	96.50
4 x 5	No. 3 Lens.....	101.50
3¼ x 5½	No. 4 Lens.....	110.50
5 x 7	No. 5 Lens.....	137.50

Do., with B. & L. Tessar Series Ic *f*.4.5 Lens—

3¼ x 4¼	No. 14 Lens.....	119.00
4 x 5	No. 15 Lens.....	131.00
3¼ x 5½	No. 15A Lens.....	146.50
5 x 7	No. 16 Lens.....	175.50

Stereoscopic Graphic 5 x 7 with matched B. & L. Kodak Anastigmat Lenses *f*.6.3 No. 3.....

Do., with matched B. & L. Tessar Series IIb <i>f</i> .6.3 Lenses No. 4.....	214.50
Do., with matched B. & L. Protar Series VIIa <i>f</i> .6.3 Lenses No. 7.....	287.00
Do., with matched B. & L. Protar Series V Lenses No. 2.....	187.00
Premo No. 12 with Kodak Anastigmat <i>f</i> .6.3 Lens.....	52.00
Do., with B. & L. Kodak Anastigmat <i>f</i> .6.3 Lens No. 1.....	65.50
Do., with B. & L. Special Anastigmat <i>f</i> .6.3 Lens.....	51.50
Do., with B. & L. Tessar Series IIb <i>f</i> .6.3 Lens No. 3.....	80.50
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens No. 12.....	82.50

Premo No. 9 with Kodak Anastigmat *f*.6.3 Lens—

3¼ x 5½		80.00
4 x 5		80.00

Do., with B. & L. Kodak Anastigmat *f*.6.3 Lens—

3¼ x 5½	No. 4 Lens.....	96.00
4 x 5	No. 3 Lens.....	91.50
5 x 7	No. 5 Lens.....	127.00

Premo No. 10 with B. & L. Kodak Anastigmat *f*.6.3 Lens No. 5.....

Do., with B. & L. Protar Series VIIa Lens No. 8.....

Empire State View Improved 11 x 14.....

Eastman View Camera No. 1, 5 x 7.....

Do., 6½ x 8½.....

Do., 8 x 10.....

Eastman View Camera No. 2, 5 x 7.....

Do., 6½ x 8½.....

Do., 8 x 10.....

Do., 7 x 11.....

Discount remains unchanged.

LENSES

B. & L. Kodak Anastigmat Lenses, Series *f*. 6.3 in Barrel

No. 0	\$29.50	No. 4	\$46.00
No. 1	33.50	No. 5	64.00
No. 2	36.00	No. 6	87.00
No. 3	37.50		

Discount, 33⅓%.

B. & L. Tessar Lenses**Series Ic f. 4.5**

	Lenses and Bar- rel with Iris diaphragm	Fitted with Volute Shutter
No. 15A	\$ 91.00	\$122.00
No. 16	112.00	148.00
No. 17	180.00	216.00
No. 18	253.50	
No. 18A	327.00	

Discount on Lenses 33 $\frac{1}{3}$ %—on Volute Shutters 25%.**B. & L. Extreme Wide Angle Lenses in Barrel****Series V f. 18**

No. 1	\$37.50	No. 3	\$45.50
No. 2	37.50	No. 4	56.00

Discount, 33 $\frac{1}{3}$ %.**B. & L. Volute Shutter**

No. 1	\$31.00	No. 3	\$36.00
No. 2	33.50		

Discount, 25%.

B. & L. Tessar Lenses**Series IIb in barrels**

No. 2A	\$40.00	No. 5K	\$69.50
No. 3	51.00	No. 5A	79.00
No. 4	55.00	No. 6	96.00
No. 5	57.50	No. 7	129.50

Matching for Stereo work \$4.00 extra.

Discount, 33 $\frac{1}{3}$ %.

Lantern Slide Binders, per pkg., 50 strips..... \$.25

Discount, 25%.

Kodak Flash Sheet Holder, each..... \$1.50

Discount, 30%.

Eastman Electric Tacking Iron..... \$14.00

Discount, 20%.

Kodak Amateur Printer, including electric light cord and plug..... \$10.00

Discount, 25%.

Eastman Printing Masks, with or without Guide—

No. 1	\$.10	No. 8c	\$.15
No. 2	.10	No. 8	.15
No. 3	.10	No. 9	.15
No. 4	.10	No. 10	.15
No. 5	.10	No. 11	.15
No. 6	.10	No. 12	.15
No. 7	.10	No. 13	.25
		No. 14	.25

Without Guide—

A	\$.15	H	\$.30
B	.15	K	.45
C	.15	L	.45
D	.15	M	.45
E	.30	N	.45
F	.30	O	.45
G	.30		

Eastman Printing Masks—

Special for 3A Printing Frames—Size outside 3 $\frac{3}{4}$ x 6, each..... \$.10Discount, 33 $\frac{1}{3}$ %.

N.B.

All our quotations are on the basis of shipment f.o.b. Toronto and, in this connection, we quote from our Terms of Sale:

"All shipments either by freight or express are at customer's risk; our responsibility ceases when delivery is made to the Transportation Company. Any claim for loss or damage in transit should be made on the Transportation Company. Shipments are not insured unless so instructed, nor is value declared unless specific directions are given on the individual order. Shipments by mail are insured, the premium being charged on the invoice covering the shipment."

Reduction in Chemical Prices

The following Developer Powders listed on page 45 of the 1919 Condensed Price List, were, on Feb. 23, reduced in price as follows:

HYDROCHINON DEVELOPER POWDERS IN GLASS TUBES:

Per carton of 5 tubes..... \$.30
Discount, 35%.

EASTMAN M.Q. POWDERS:

Per carton of 12 powders..... \$.70
Per carton of 6 powders..... .35
Discount, 33⅓%.

Do., in doz. lots of 70c or 2 doz.
lots of 35c packages, 40%.
Do., in case lots, 40 and 10%.

EASTMAN M.Q. TUBES:

Per box, 100 tubes..... \$6.50
Discount, 33⅓%.
Do., in lots of 1,000 or more, 40%.

KODAK N. A. M. Q. TUBES:

Per carton, 3 tubes..... \$.30
Discount, 33⅓%.

AZO DEVELOPER POWDERS:

Per carton of 12 powders..... \$.70
Per carton of 6 powders..... .35

Discount, 33⅓%.

Do., in doz. lots of 70c or 2 doz.
lots of 35c packages, 40%.
Do., in case lots, 40 and 10%.

Amateur Delivery Envelopes

	Per 100 Net	Per 1,000 Net
No. 1 for prints up to 3¼ x 4¼"	\$1.00	\$ 9.00
No. 2 for prints up to 4 x 6"	1.10	10.00
No. 3 for prints up to 5 x 7"	1.30	12.00
Printing lots of 5,000 extra net per 1,000		\$1.75
*Printing lots of 10,000 extra net per 1,000		1.50

With standard printing plus dealer's name and address, prices are:—

	Order for 1,000 Net	Order for 2,000 Net	Order for 3,000 Net
No. 1 per 1,000 ..	\$10.50	\$10.00	\$ 9.50
No. 2 per 1,000 ..	11.75	11.25	10.75
No. 3 per 1,000 ..	13.50	13.00	12.50

Change of Name

Velox Lantern Slide Film Varnish will henceforth be known as Eastman Lantern Slide Varnish. Any orders for Velox Lantern Slide Varnish will be filled with the new brand.

Display Cuts for Advertising:

Any reasonable number sent gratis on request. Order by number from the Cut Sheet.

New Prices

For Enlarging on Eastman's Royal, Standard, Velvet,
Brilliant Velvet, Enamelled or Matte
Enamel Bromide Paper

SIZES	Black and White		Extra Charge For Sepia
	Not Mtd.	Mtd.	
3¼ x 5½.....	\$.35	\$.45	\$.10
4¼ x 6½.....	.45	.55	.15
5 x 7.....	.45	.55	.15
5 x 8½.....	.55	.65	.15
6½ x 8½.....	.55	.65	.15
6 x 10.....	.80	1.00	.15
8 x 10.....	.80	1.00	.15
7 x 12.....	1.00	1.40	.15
10 x 12.....	1.00	1.40	.15
8 x 14.....	1.35	1.75	.15
11 x 14.....	1.35	1.75	.20
10 x 17.....	1.65	2.25	.20
14 x 17.....	1.65	2.25	.20
12 x 20.....	2.00	2.75	.20
16 x 20.....	2.00	2.75	.20
13 x 22.....	2.50	3.25	.20
18 x 22.....	3.00	3.75	.20
14 x 24.....	3.00	3.75	.20
20 x 24.....	3.25	4.00	.20
22 x 27.....	4.00	5.00	.35
25 x 30.....	5.00	6.25	.35
24 x 36.....	5.75	7.25	.35
30 x 40.....	8.00	10.00	.35
30 x 50.....	9.50	12.50	.50
30 x 60.....	11.00		.50
40 x 60.....	14.00		.75
40 x 70.....	15.50		1.00

Special sizes are charged at price of next larger listed size.

All enlargements furnished unmounted unless otherwise specified.

Small extra charge for double mounting.

Enlargements on Double Weight paper will be charged at mounted prices.

All changes from the negative are at customer's risk and will be charged extra if additional work is required.

Retouching negatives extra.

Making and supplying negative (when prints or enlargements are ordered at same time) from \$1.00 up net. Making and supplying negative alone from \$1.25 up net.

Making negative (to be retained by us) from 25 cents up net.

Printing

In future double weight prints, glossy prints and post cards will be billed at mounted rates.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 12

TORONTO, CANADA

April, 1920

NEW GRAFLEX LIST

ADVANCE EFFECTIVE APRIL 8, 1920

1A Graflex without lens $2\frac{1}{2} \times 4\frac{1}{4}$	\$120.00
With B. & L. Kodak Anastigmat Lens <i>f</i> .6.3 No. 2.....	133.00
With Kodak Anastigmat Lens <i>f</i> .4.5 No. 31.....	141.50
With B. & L. Tessar Lens Series Ic <i>f</i> .4.5 No. 14.....	155.50
3A Graflex without lens, $3\frac{1}{4} \times 5\frac{1}{2}$	138.00
With B. & L. Kodak Anastigmat Lens <i>f</i> .6.3 No. 4.....	157.00
With Kodak Anastigmat Lens <i>f</i> .4.5 No. 33.....	173.50
With B. & L. Tessar Lens Series Ic <i>f</i> .4.5 No. 15a.....	193.00
Auto Graflex without lens, but including one double Plate Holder,	
$3\frac{1}{4} \times 4\frac{1}{4}$	92.00
4 x 5.....	106.00
5 x 7.....	133.50
Do. with B. & L. Kodak Anastigmat Lens <i>f</i> .6.3—	
$3\frac{1}{4} \times 4\frac{1}{4}$ No. 2 Lens	109.00
4 x 5 No. 3 Lens	122.00
5 x 7 No. 5 Lens	167.50
Do., with Kodak Anastigmat Lens <i>f</i> .4.5—	
$3\frac{1}{4} \times 4\frac{1}{4}$ No. 31 Lens	117.50
4 x 5 No. 32 Lens	135.50
5 x 7 No. 34 Lens	182.50
Do., with B. & L. Tessar Lens Series Ic <i>f</i> .4.5—	
$3\frac{1}{4} \times 4\frac{1}{4}$ No. 14 Lens	131.50
4 x 5 No. 15 Lens	152.00
5 x 7 No. 16 Lens	206.00

Auto Graflex Jr., $2\frac{1}{4} \times 3\frac{1}{4}$, without lens, but including one double Plate Holder	\$ 73.50
With B. & L. Kodak Anastigmat Lens <i>f</i> .6.3 No. 1.....	91.00
With Kodak Anastigmat Lens <i>f</i> .4.5 No. 30.....	97.50
With B. & L. Tessar Lens Series Ic <i>f</i> .4.5 No. 13.....	109.00
Revolving Back Graflex Jr., without lens, but including one double Plate Holder	101.00
With B. & L. Kodak Anastigmat Lens <i>f</i> .6.3 No. 3.....	118.00
With Kodak Anastigmat Lens <i>f</i> .4.5. No. 32	131.50
With B. & L. Tessar Lens Series Ic <i>f</i> .4.5 No. 15.....	148.00
Compact Graflex without lens, but including one double Plate Holder—	
$3\frac{1}{4} \times 5\frac{1}{2}$	138.00
5 x 7	165.50
Do., with B. & L. Kodak Anastigmat Lens <i>f</i> .6.3.—	
$3\frac{1}{4} \times 5\frac{1}{2}$ No. 4 Lens	157.00
5 x 7 No. 5 Lens	195.50
Do., with Kodak Anastigmat Lens <i>f</i> .4.5—	
$3\frac{1}{4} \times 5\frac{1}{2}$ No. 33 Lens	173.50
5 x 7 No. 34 Lens	210.50
Do., with B. & L. Tessar Lens Series Ic <i>f</i> .4.5—	
$3\frac{1}{4} \times 5\frac{1}{2}$ No. 15a Lens	193.00
5 x 7 No. 16 Lens	234.00
Telescopic Revolving Back Graflex without lens, but including one double Plate Holder—	
$3\frac{1}{4} \times 4\frac{1}{4}$	138.00
4 x 5	156.50
Do., with B. & L. Kodak Anastigmat Lens <i>f</i> .6.3—	
$3\frac{1}{4} \times 4\frac{1}{4}$ No. 3 Lens	150.00
4 x 5 No. 5 Lens	187.50
Do., with Kodak Anastigmat Lens <i>f</i> .4.5—	
$3\frac{1}{4} \times 4\frac{1}{4}$ No. 32 Lens	163.50
4 x 5 No. 33 Lens	189.50
Do., with B. & L. Tessar Lens Series Ic <i>f</i> .4.5—	
$3\frac{1}{4} \times 4\frac{1}{4}$ No. 15 Lens	180.00
4 x 5 No. 16 Lens	226.00
Revolving Back Auto. Graflex, without lens, but including one double Plate Holder—	
$3\frac{1}{4} \times 4\frac{1}{4}$	156.50
4 x 5	175.00
Do., with B. & L. Kodak Anastigmat Lens <i>f</i> .6.3—	
$3\frac{1}{4} \times 4\frac{1}{4}$ No. 5 Lens	187.50
4 x 5 No. 6 Lens	221.50
Do., with Kodak Anastigmat Lens <i>f</i> .4.5—	
$3\frac{1}{4} \times 4\frac{1}{4}$ No. 33 Lens	189.50
4 x 5 No. 34 Lens	218.50
Do., with B. & L. Tessar Lens Series Ic <i>f</i> .4.5—	
$3\frac{1}{4} \times 4\frac{1}{4}$ No. 15a Lens	209.00
4 x 5 No. 17 Lens	296.00
Do., with B. & L. Protar Lens Series VIIa <i>f</i> .6.3—	
$3\frac{1}{4} \times 4\frac{1}{4}$ No. 10 Lens	234.50
Press Graflex 5 x 7 without lens, but including one double Plate Holder.	221.00
With B. & L. Kodak Anastigmat Lens <i>f</i> .6.3 No. 5.....	243.50
With Kodak Anastigmat Lens <i>f</i> .4.5 No. 34.....	258.50
With B. & L. Tessar Lens Series Ic <i>f</i> .4.5 No. 16.....	282.00

Home Portrait Graflex 5 x 7 without lens, but including one double Plate Holder	\$230.00
With B. & L. Tessar Lens Series Ic <i>f</i> .4.5 No. 17.....	344.00
With B. & L. Tessar Lens Series Ic <i>f</i> .4.5 No. 18.....	403.00
Stereo Auto. Graflex 5 x 7 without lens, but including one double Plate Holder	257.50
With matched pair B. & L. Kodak Anastigmat Lenses <i>f</i> .6.3 No. 3....	288.00
With matched pair B. & L. Tessar Lenses Series IIb <i>f</i> .6.3 No. 5.....	320.00
Naturalist's Graflex 4 x 5 without lens, but including one double Plate Holder	248.50
With B. & L. Teletigmatic Lens	349.50
No. 0 Graphic Camera 1 $\frac{3}{4}$ x 2 $\frac{1}{2}$	73.50
Revolving Back Cycle Graphic, including double Plate Holder and Leather Carrying Case, with Graphic Rectilinear Lens and Automatic Shutter—	
4 x 5	95.50
5 x 7	111.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	143.00
8 x 10	174.50
Do., with B. & L. Kodak Anastigmat Lens <i>f</i> .6.3. and Volute Shutter—	
4 x 5 No. 3 Lens	144.00
5 x 7 No. 5 Lens	183.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ No. 6 Lens	227.50
Do., with B. & L. Protar Lens Series VIIa and Volute Shutter—	
4 x 5 No. 7 Lens	194.00
5 x 7 No. 10 Lens	230.00
Speed Graphic without lens—	
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	92.00
4 x 5	101.00
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	101.00
5 x 7	119.50
Do., with B. & L. Kodak Anastigmat Lens <i>f</i> .6.3—	
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ No. 2 Lens	109.00
4 x 5 No. 3 Lens	118.00
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ No. 4 Lens	125.00
5 x 7 No. 5 Lens	155.50
Do. with Kodak Anastigmat Lens <i>f</i> .4.5—	
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ No. 31 Lens	117.50
4 x 5 No. 32 Lens	131.50
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ No. 33 Lens	141.50
5 x 7 No. 34 Lens	170.50
Do., with B. & L. Tessar Lens Series Ic <i>f</i> .4.5—	
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ No. 14 Lens	131.50
4 x 5 No. 15 Lens	148.00
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ No. 15a Lens	161.00
5 x 7 No. 16 Lens	194.00
Stereoscopic Graphic 5 x 7 including double Plate Holder, without lenses	
With matched B. & L. Kodak Anastigmat Lenses No. 3 <i>f</i> .6.3.....	200.00
With matched B. & L. Tessar Lenses Series IIb No. 4 <i>f</i> .6.3.....	228.00
With matched B. & L. Protar Lenses Series VIIa No. 7 <i>f</i> .6.3.....	300.50
With matched B. & L. Protar Lenses Series V No. 2.....	200.00
F. & S. Finger Print Camera complete with lens, shutter, two batteries, ten lamps and one double Plate Holder.....	52.00

Discount unchanged.

Eastman X-Ray Exposure Rule

In the rapid extension of the possibilities of X-rays in medical practice, we feel that standardization is a growing need.

The Eastman X-Ray Exposure Rule, being founded on scientific investigation and having been checked by prominent roentgenologists, will be found extremely useful in promoting standardization. Not only in exposure but in development as well it will mean better negatives.

The Eastman X-Ray Exposure Rule is made of celluloid and is similar in appearance to some of the exposure rules for ordinary photography now on the market.

It is based upon the results obtained in our Research Laboratory, and its accuracy has been verified in actual practice.

List Price\$ 3.00

Discount, 33 1/3%.

Display cuts for
your newspaper
advertising, gratis,
on request.

Advance in Prices

SUPPLEMENTARY WIDE ANGLE BEDS FOR CYCLE GRAPHIC CAMERAS:

Listed on page 38, of the 1919 Condensed Price List, were, on March 16, advanced in price, as follows:

4	x	5		\$12.50
5	x	7		15.00
6½	x	8½		17.00
8	x	10		19.00

Discount, 25%.

GRAFLEX COLOR PLATE HOLDERS:

Listed on page 34, of the 1919 Condensed Price List, were, on March 16, advanced in price, as follows:

2¼	x	3¼		\$ 7.00
3¼	x	4	(Lantern Slide)	7.50
3¼	x	4¼		8.00
4	x	5		8.50
3¼	x	5½		9.25
5	x	7		10.50

Discount, 30%.

BAUSCH & LOMB PROTAR LENSES:

Series VIIa in Barrel

Listed on page 64 of the 1919 Condensed Price List, were, on March 12, advanced in price, as follows:

No. 4		\$ 85.50
No. 5		93.50
No. 6		105.50
No. 7		100.00
No. 8		112.00
No. 10		123.00

Discount, 33 1/3%.

When fitted in Volute shutters the price of shutters is extra to above.

Discontinued

Graflex Focal Plane Shutters for R. B. Cycle Graphic Cameras have been discontinued.

Sole Leather Cases for Premo, No. 9, size 4x5, and 5 plate holders, same for size 3¼x5½ and 5 plate holders, and same for size 5x7 and 4 plate holders, were discontinued on March 3, and hereafter in place of same we will supply imitation leather cases as follows:—

Case to hold Premo No. 9 & 5

Plate Holders, size 4x5..... \$ 4.00

Do., size 3¼ x 5½..... 4.00

Do., 4 Plate Holders, size 5x7. 5.00

Important Announcement

At this season of the year, enquiries for the new Kodak Catalogue come thick and fast in direct proportion to the out-of-doors feeling that everyone gets. To meet this demand we have this year prepared an advance catalogue comprising thirty-two pages and listing Kodaks and Brownies at the figures effective at this date.

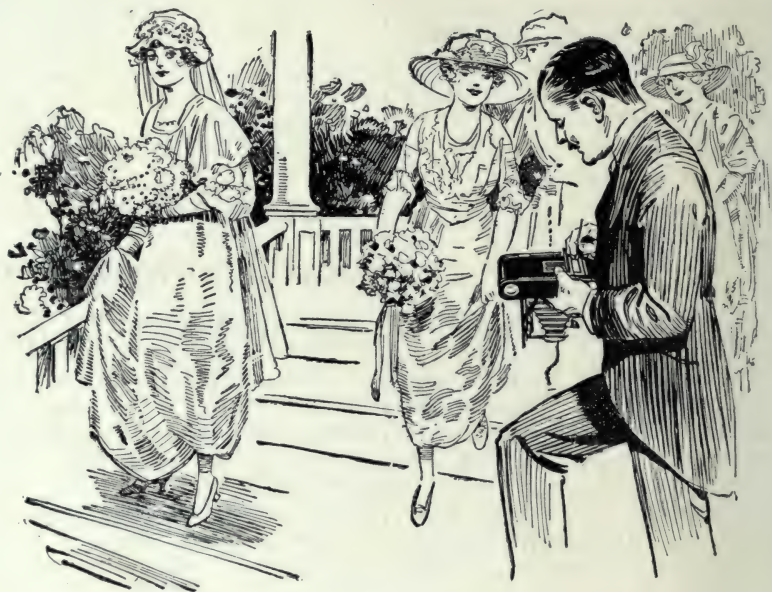
The design of the cover is a departure from our usual practice. It carries a very striking and attractive representation of a 3A Auto-graphic Kodak.

Now, this is *not* the Regular Kodak Catalogue, nor is it exactly a substitute for it. The larger and more costly edition will follow in the regular course of things, but in the meantime this special edition will meet the demand for a catalogue, with up-to-date prices.

Naturally, with the regular catalogue already under way, the edition of the "Special" is strictly limited. Each of you will be sent a supply within about one week's time, but no more copies will be available for subsequent distribution, so please do not ask for them.

In the spring rush
don't overlook the
Kodakery paid
subscription plan.

*You
keep half.*



The gift that provides the means of
telling the picture story of that day

KODAK

RICHARD ROE & CO.,
50 Velox Square

Receipting for Shipments

Judging from correspondence with our dealers relative to reported shortages, it would seem to be an almost universal practice to give transportation companies a clear receipt for goods delivered without even giving the package at least a cursory examination.

Loss in transit from pilferage or damage is a common occurrence but one that can be easily adjusted with the carrier if necessary precautions are taken and claims are properly submitted.

Wooden packing cases can be very easily opened, part of the contents removed and the lids replaced, by experienced thieves, so as to leave no marks to advertise the fact that the cases have suffered pilferage.

Consignees should examine every shipment carefully for the purpose of detecting any shortage or damage before giving the transportation company a receipt. Should a shortage be found, a careful notation of same should be made on the face of the receipt (in ink) before signing.

The railway officials take the view that a notation of damage or shortage on receipt fully protects the consignee. The local agent should file with his claims agent an "over, short and damage report" to fully comply with the regulations.

Shipments should be opened up promptly on delivery as a shortage may occur in a case in apparent good order for which a clear receipt has been given, known as concealed loss.

In view of the opportunity for fraud, in claims for concealed loss or damage, it is easy to understand

the reluctance shown by claims agent in allowing such claims unless substantiated beyond reasonable doubt, and it is of the utmost importance that they be supported by the most complete and convincing evidence.

If the contents are found not to be in order, consignee should notify the local freight or express agent immediately, requesting an inspection or be sent to his place of business for the purpose of verifying his report of loss. A report of loss by telephone should be confirmed by letter as the inspector may be engaged elsewhere at the time and the party receiving the message is quite likely to forget about it. Inspection should be made before evidence of damage or shortage is destroyed.

Camera Repairs

How many of your customers have cameras in need of repairs? A camera not in working order means the keeping of money outside of your cash register.

In a few more weeks our Repair Department will be more than busy—and ninety per cent. of the jobs will be marked "Rush".

Just now we can handle the work promptly, and can get the cameras back to your customers in time for the first of the out-door days.

Call your customers' attention as to the possible need of their cameras for repairs. We can take care of them promptly now.

Kodakery
paid subscriptions—
you keep half.



Keep a

KODAK

record of the game. It will
live long after the box score is
forgotten.

*The autographic feature will keep a
permanent record of the date.*

RICHARD ROE & CO.,
50 Velox Square

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 1

TORONTO, CANADA

May, 1920

THE EASTMAN PROJECTION PRINTER

An Epoch-Making Device for the production of business

Anyone in any line of work can appreciate a device for doing some part of that work with economy and efficiency, but when, once in a blue moon, you see something that works not only with highest mechanical perfection and effects a great economy in production and, in addition, opens up endless possibilities for more business and greater profits, it is somewhat difficult to remain conservative.

The Finisher knows that large prints command a much higher price than small ones. In many instances, however, for perfectly good reasons, his equipment does not go beyond 5 x 7 or 8 x 10. Likewise, he has been a bit disinclined to "fuss" with enlargements, owing to lack of space or other reasons.

The finishing department man knows there is money in enlargements if they can be produced with speed and economy.

The commercial man knows the advantage of showing large prints to his customers, prints full of detail and without distortion.

The finishing department man has found drawbacks in the production of enlargements, owing to the fact that usually his order was for but one enlargement from a negative, and the commercial man has been lacking in interest for much the same reason.

The Eastman Projection Printer at once overcomes every one of these hindrances to the production of large prints from small negatives, at a profit.

It is entirely different from anything heretofore offered, and its practically automatic action is almost uncanny. It isn't a fixed-focus projection camera. It is a self-focusing projecting camera.

The Eastman Projection Printer produces enlarged prints from 1½ up to 8 diameters, from 5 x 7, or



smaller negatives; maximum capacity 30 x 40 inches. All that is necessary on the part of the operator, is to raise or lower the camera (which is balanced on a counterpoise) until he has the enlarged image in the desired size. There is then no stopping to focus. That detail has been attended to automatically by the camera mechanism.

The negative carrier is provided with adjustable masks so that all, or any portion of the negative may be employed and any width of

border or border tint may be made.

As you will see by the illustration, the paper holder is placed flat on the platform, and can be instantly adjusted by means of guide rules to cover any dimensions up to its capacity; but also can be moved in any direction to conform with the negative, or any portion of it. When prints larger than the capacity (15 x 21) of the paper holder are desired, the platform can be turned the other way, and the paper is then placed directly on the platform.

The exposure is made by light pressure on a foot-actuated switch; both hands are left free for any shading or dodging necessary. No pinning or clamping of the paper is necessary, and after exposure the paper can be instantly removed and another sheet placed in position.

The Anastigmat Lens has been specially formulated and constructed for the particular work it has to perform, and is unequalled for the purpose.

The printer is supplied with three diffusing discs for soft focus work numbered one, two and three, affording three degrees of diffusion; *these discs do not increase the time of exposure* and may be attached to the lens mount by means of a set screw.

The Eastman Projection Printer is a highly developed instrument of precision, is handsome in appearance, economical in space and operation, and opens the way for new business, more business and greater profits.

The Price

Eastman Projection Printer for printing from 5x7 and smaller negatives, complete, including Eastman Projection Anastigmat lens, f. 8, 7½-inch, set of 3 diffusing discs, Paper Holder and Lamp\$475.00

Discount, 20%.

Eastman Projection Anastigmat lens, f. 8, 7½-inch equivalent focal length	\$75.00
Diffusing discs, No. 1, No. 2 or No. 3, each	9.00
Paper Holder	20.00
Lamp	6.00

Discount, 33⅓%.

Simplicity in Advertising

They say a school teacher would write good advertising matter because he can express an idea so a child understands it.

Several years ago a big Wall Street Trust Company wrote some advertisements as though they were to be published in a magazine for boys and girls from 8 to 16 years old. They then placed these advertisements in magazines for well educated grown people, and the results were so good that they have followed the plan to this day.

Without turning back to the first paragraph of this memorandum, can you recall the substance of it? Now suppose, instead of the common words and the simple grammatical construction used there, we had expressed it this way:

Disregarding for the moment any exhaustive inquiry into the psychological reactions involved, we presume to advance the following hypothetical question: Is it conceivable, or plausible, that a person accustomed to address school children with a view to impressing upon their consciousness certain data educed from experience, would, or might, possess achieved or native proficiency in the art of composing a thesis designed for and eventuating in the economical sale of proffered merchandise?

The comparison is absurd, of course. But so is a great deal of "trade literature" absurd. The safest rule is:

"Simple ideas,
Simply expressed."

ADVANCE IN PRICES

Because of increased labor and material costs, the following goods have been advanced in price. Kindly make the necessary corrections in your 1919 Condensed Price List.

Chemicals

Effective April 27, 1920.

ACETIC ACID 28% PURE.

(Condensed Price List, Page 43).

½ lb. bottle	\$.21
1 lb. bottle	.34
5 lb. bottle	1.25
Discount 33⅓%.	

ELON.

(Reduction in price).

(Condensed Price List, Page 43).

1 oz. bottle	\$.92
¼ lb. bottle	3.40
½ lb. bottle	6.55
1 lb. bottle	12.75
Discount, 33⅓%.	

SODIUM CARBONATE (DES.).

(Condensed Price List, Page 44).

1 lb. bottle	\$.40
5 lb. bottle	1.35
1 lb. tin	.27
5 lb. tin	1.10
25 lb. tin	4.75
Discount, 33⅓%.	

Case Lots of 48 1 lb. Cans
33⅓% and 10%.

275 lb. bbl., lb. 11½ net

SODIUM SULPHITE (DES.).

(Condensed Price List, Page 44).

1 lb. bottle	\$.45
5 lb. bottle	1.60
Discount, 33⅓%.	

EASTMAN LANTERN SLIDE VARNISH

(Condensed Price List, Page 44).

4 oz. bottle	\$.50
Discount, 33⅓%.	

EASTMAN SPECIAL DEVELOPER (GLASS)

(Condensed Price List, Page 46).

Per Carton 5 tubes	\$.30
Discount, 40%.	

EASTMAN SPECIAL DEVELOPER POWDERS.

(Condensed Price List, Page 46).

Per Pkg. of 6 Powders	\$.30
Discount, 33⅓%.	
Ditto, in lots of 24 pkgs., 40%.	
Ditto, in case lots of 96 pkgs., 40% and 10%.	

P. S. DEVELOPER POWDERS

(Condensed Price List, Page 45).

P. S. Developer Powders per package	\$.60
Discount, 33⅓%.	
Do., in case lots of 72 pkgs., 40%.	

KODAK ACID FIXING POWDER

(Condensed Price List, Page 45).

¼ lb. Carton	\$.15
½ lb. Carton	.20
1 lb. Carton	.35
Discount, 33⅓%.	
Do., in case lots 40%.	

Do. Lots of 12 1 lb., 24 ½-lb., or 24 ¼ lb. pkgs., in addition to a full case of one size	40%
Do. 5 case Lots of one size, or assorted	50%

PREMO TANK POWDERS

(Condensed Price List, Page 45).

No. 1 per Pkg., 6 Powders ..	\$.25
No. 2 per Pkg., 6 Powders ..	.35
No. 3 per Pkg., 6 Powders ..	.50
Discount, 33⅓%.	
Do. In Gross Lots, assorted, 40%.	

PLATE TANK DEVELOPING POWDERS

For 5 x 7 Plate Tank per pkg., 6 powders	\$.50
For 8 x 10 Plate Tank per pkg., 6 powders	1.20
No Change in Discount.	

TANK DEVELOPING POWDERS

(Condensed Price List, Page 45).

For Brownie Tank, Brownie Developing Box or Developing Machine, also Vest Pocket Kodak Tank Powders per pkg., 6 powders...	\$.20
For 2½-3½-inch Film Tanks, Style A Machine and 4 x 5 Plate Tank, per pkg., 6 powders	.25
For 5 and 7-inch Tank or Style E Machine, per pkg. of 6 powders	.30

Discount, 33⅓%.

Do. Gross lots of pkgs. assorted for Developing Machines, Film and Plate Tanks, 40%.

EASTMAN X-RAY DEVELOPING POWDERS

(Condensed Price List, Page 46).

No. 1 Pkg. containing 6 powders, each sufficient for preparing 6 ozs. ready-to-use solution	\$.60
*No. 2 Pkg. containing 6 powders, each sufficient to prepare 12 ozs. ready-to-use solution	1.10
No. 3 Pkg. sufficient to prepare 1 gallon ready-to-use solution	1.50

*Also adapted for use in connection with Dental Film Developing Tank.

Discount, 33⅓%.

SODIUM HYPOSULPHITE GRANULAR.

(Condensed Price List, Page 43).

1 lb. Carton	\$.19
Discount, 25%.	
In Barrels of 350 lbs. (per lb.)	.09 net

SODIUM BISULPHITE

(Condensed Price List, Page 44).

1 oz. bottle	\$.15
¼ lb. bottle	.25
½ lb. bottle	.30
1 lb. bottle	.50

Discount, 33⅓%.

Effective April 20th.

EASTMAN DENTAL X-RAY FILM, REGULAR AND EXTRA FAST.

(Condensed Price List, Page 50).

*No. 1 package containing 1 doz. pairs 1¼ x 1⅝	\$.70
(Improved package Lead Back).	
No. 1A package containing 1 doz. pairs 1½ x 2¼	1.15
No. 1B package containing 1 doz. pairs 1½ x 2	1.15
No. 2 package containing 1 doz. pairs 2¼ x 3	2.45

*Effective April 15th.

Discount, 25 and 10%.

Effective April 15th.

EASTMAN VIEW AND UNIVERSAL PLATE HOLDERS.

(Condensed Price List, Pages 34 and 36).

Eastman View Plateholders.

4¾ x 6½	\$2.40
5 x 7	2.40
6½ x 8½	2.55
8 x 10	2.75
7 x 11	2.75

Universal Plateholders.

5 x 7	\$2.40
6½ x 8½	2.55
8 x 10	2.75
11 x 14	6.85
14 x 17	7.50

Effective April 21st.

SQUEEGEE.

(Condensed Price List, Page 101).

Velvet Rubber, 8-inch (Special)	\$1.10
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Discount, 25%.

EASTMAN ELECTRIC TACKING IRON.

(Condensed Price List, Page 94).

Eastman Electric Tacking Iron	\$16.00
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Discount, 20%.

CANVAS CARRYING CASES FOR VIEW CAMERAS.

(Condensed Price List, Page 42).

For R. O. C. View Camera, 5 x 7, and one holder	\$3.00
Do., 6½ x 8½	3.50
Do., 8 x 10	3.75

The following cases hold camera, tripod, six holders, focusing cloth and lens:—

For Eastman View No. 1, 5 x 7	\$5.75
Do., 6½ x 8½	6.00
Do., 8 x 10	6.25
For Eastman View No. 2, 5 x 7	\$6.25
Do., 6½ x 8½	6.75
Do., 8 x 10	7.50
Do., 7 x 11	8.75

X-RAY ENVELOPES.

(Condensed Price List, Page 86).

	Per Doz. Set
5 x 7	\$.45
6½ x 8½	.60
8 x 10	.85
10 x 12	1.30
11 x 14	1.65
14 x 17	3.00

Discount, 30%.

VELOX TRANSPARENT WATER COLOR STAMPS.

(Condensed Price List, Page 102).

Complete Booklet of 12 colors. \$	.50
Separate Color Leaves (2 sheets)	.10
Complete Outfit, including Book of Stamps, 3 brushes and Mixing Palette	1.20

Discount, 33⅓%.

REVOLVING BACK CYCLE GRAPHIC CAMERA WITH B. & L. PROTAR LENS SERIES VIIa AND VOLUTE SHUTTER.

(Condensed Price List, Page 20).

6½ x 8½ (No. 13 Lens)	\$385.50
8 x 10 (No. 17 Lens)	395.00

Discount, 32%.

B. & L. PROTAR SERIES VIIa LENS IN BARREL.

(Condensed Price List, Page 54).

No. 13	\$162.50
No. 17	262.50

Discount 33⅓%.

Effective April 22nd.

RUBBER FOCUSING CLOTH.

(Condensed Price List, Page 95).

Per Yard, 36" wide	\$1.50
Discount, 25%.	

Effective May 3rd.

EASTMAN SWIVEL PRINTING FRAME.

(Solid Back Type).

(Condensed Price List, Page 100).

8 x 8	\$12.00
10 x 10	13.50

Discount, 25%.

Effective May 4th.

OPTIPODS.

(Condensed Price List, Page 107).

Optipods	\$1.25
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Discount, 25%.

Effective May 10th.

EASTMAN MASK CHARTS.

5 x 7	\$.15
8 x 10	.20
11 x 14	.35

Discount, 33⅓%.

Price List Correction

On page 113 of the 1919 Condensed Price List Ferrotype plates are listed "In lots of 25, assorted, 33⅓%." This should read in lots of \$25.00 list or more, 33⅓%. Please correct.

Increase in Discount

The discount on Album Leaves is increased from 30% to 40%. This discount applies on all Album Leaves, with exception of the "Week-End" and "Artist" Album leaves, on which the discount remains 33⅓%.

Aero Cameras

Aerial photography opens an entirely new field—that of mapping photographically. This applies to uncharted regions, coast lines, deserts, swamps, mountainous areas, and densely forested tracts. Another interesting field is the mapping of small commercial developments for real estate projects, or proposed industrial sites through the means of aerial photography, saving much valuable time and insuring accuracy. Then there is the making of oblique photographs of industrial plants and institutions for advertising purposes. Nearly every large advertiser desires to show a general view of the plant and here alone is a large field awaiting the aerial photographer. Below we list the models A1 and K1 Aero Cameras, together with accessories and film.

Model A1, hand-held Aero Camera, for 4x5 Plates, with lens and one Graflex Plate Holder \$400.00

Model K1, Automatic Aero Film Camera, for pictures 18x24 cm., fitted with Hawk-Eye Aerial Lens, f.6, focal length, 20", not including Wind Motor 1,250.00

Model K1, Automatic Aero Film Camera, for pictures 18x24 cm., fitted with No. 18 Bausch & Lomb Tessar Lens 1c., f.4.5, not including Wind Motor 1,165.00

Trade Discount, 32%.

Magazine Plateholder, capacity twelve 4x5 plates or cut film, for Model A1 Aero Camera 20.00

Trade Discount 30%.

Improved Wind Motor for Model K1 Automatic Aero Film Camera, including Venturi Tube, Flexible Cable, and Suction Tube.. 120.00

Trade Discount, 32%.

Filter Holder for Model K1 Automatic Aero Film Camera, when fitted with Hawk-Eye Aerial Lens f.6 \$8.00
Do. for No. 18 Bausch & Lomb Tessar Lens, 1c., f.4.5 20.00

Trade Discount, 25%.

Aero Cartridge Film, 9½" x 75' for 100 exposures 18x24 cm. \$36.00

Do. 9½" x 50' for 70 exposures 18x24 cm. 24.50

Do. 9½" x 25' for 37 exposures 18x24 cm. 13.10

Trade Discount, 20%.

Eastman X-Ray Film Viewing Clips

These new clips offer a thoroughly satisfactory way of holding X-Ray negatives for viewing. Clips may be attached to the view frame rigidly or on wires. To insert the negative you simply press the edge between the jaws where they are held firmly without marring the film. A slight pressure on a trigger releases them.

Package containing one doz. \$2.25

Discount 33⅓%.

Discontinued

Artura Printers will not be supplied in future.

Azo "D" in all grades, both single and double weight, has been discontinued.

The manufacture of the No. 1A Premoette Jr. has been discontinued and our stock is exhausted.

The supply of Glacial Acetic Acid in one-ounce bottles has been discontinued.



Every good time is a
good time to

KODAK

The autographic feature tells
when and where each picture
was taken.

(DEALER'S NAME AND ADDRESS HERE)

EXTRA!

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVI., No. 1A

TORONTO, CANADA

May, 1920

EXCISE TAX

The Excise Tax Law, which became effective May 19th, imposes a tax on cameras, as follows:

Cameras weighing not more than 100 lbs., 10%.

This tax is computed on the net wholesale price.

As this tax is based, in all cases, upon the net wholesale price, it is obvious that the dealer should not include in his selling price more than the actual amount of the tax which he has paid to the manufacturer.

Changes in Method of Billing

Effective May 19th, 1920

All Kodaks and Cameras will be billed to dealers at the net wholesale prices, the billing to include a separate net charge for the excise tax, which will be paid at the source, by us.

The list, following, gives our present net billing prices, the excise tax and our proposed catalogue prices as they will appear in the 1920 Catalogues and Price Lists when issued.

The catalogue prices include the excise tax.

CANADIAN KODAK CO., LIMITED,
TORONTO, CANADA.

Kodaks

	Net Wholesale not including Excise Tax.	Excise Tax.	Catalogue Price including Excise Tax.
Vest Pocket Autographic Kodak	\$7.14	\$0.71	\$11.21
Do., with Rapid Rectilinear Lens	7.82	.78	12.28
Vest Pocket Autographic Kodak Special with Kodak Anastigmat f. 7.7 Lens	12.24	1.22	19.22
Do., with Kodak Anastigmat f. 6.9	15.30	1.53	24.03
Do., with B. & L. Kodak Anastigmat f. 6.9 ..	25.16	2.52	39.52

	Net Wholesale not including Excise Tax.	Excise Tax.	Catalogue Price including Excise Tax.
No. 1 Autographic Kodak Jr., Fixed Focus ..	\$11.39	\$1.14	\$17.89
Do., Focusing Model	11.39	1.14	17.89
Do., with Rapid Rectilinear Lens	13.09	1.31	20.56
Do., with Kodak Anastigmat Lens	16.49	1.65	25.90
No. 1A Autog. Kodak Jr., Fixed Focus	12.41	1.24	19.49
Do., Focusing Model	12.41	1.24	19.49
Do., with Rapid Rectilinear Lens	14.28	1.43	22.43
Do., with K.A. <i>f</i> .7.7 Lens	18.19	1.82	28.57
No. 2C Autog. Kodak Jr., M.A. Lens	13.60	1.36	21.36
Do., with R.R. Lens	15.64	1.56	24.56
Do., with K.A. <i>f</i> . 7.7 Lens	19.21	1.92	30.17
No. 3A Autog. Kodak Jrs., M.A. Lens	14.28	1.43	22.43
Do., with R.R. Lens	16.83	1.68	26.43
Do., with K.A. <i>f</i> . 7.7 Lens	21.08	2.11	33.11
No. 1A Autog. Kodak	17.00	1.70	26.70
Do, with K.A. <i>f</i> . 7.7 Lens	21.08	2.11	33.11
No. 3 Autog. Kodak	17.00	1.70	26.70
Do., with K.A. <i>f</i> . 7.7 Lens	21.08	2.11	33.11
No. 3A Autog. Kodak	20.06	2.01	31.51
Do., with K.A. <i>f</i> . 7.7 Lens	24.14	2.41	37.91
No. 1 Autog. Kodak Special with B. & L. K.A. <i>f</i> . 6.3 Lens	49.30	4.93	77.43
Do., with K.A. <i>f</i> . 6.3 Lens	38.42	3.84	60.34
Do., with B. & L. Spec. Anastig. Lens	40.12	4.01	63.01
Do., with B. & L. Tessar <i>f</i> . 6.3 Lens	60.18	6.02	94.52
Do., with B. & L. Tessar <i>f</i> . 4.5 Lens	61.54	6.15	96.65
No. 1A Autog. Kodak Special with B. & L. K.A. <i>f</i> . 6.3 Lens	57.46	5.75	90.25
Do., with K.A. <i>f</i> . 6.3 Lens	45.56	4.56	71.56
Do., with B. & L. Tessar <i>f</i> .6.3 Lens	69.02	6.90	108.40
No. 3 Autog. Kodak Special with B. & L. K.A. Lens, <i>f</i> . 6.3	54.06	5.41	84.91
Do., with K.A. <i>f</i> . 6.3 Lens	41.82	4.18	65.68
Do., with B. & L. Tessar IIb Lens <i>f</i> .6.3	65.28	6.53	102.53
No. 3A Autog. Kodak Special with B. & L. K.A. <i>f</i> . 6.3 Lens	70.38	7.04	110.54
Do., with K.A. <i>f</i> .6.3 Lens	51.68	5.17	81.17
Do., with B. & L. Tessar <i>f</i> .6.3 Lens	84.66	8.47	132.97
Stereo Kodak Model 1	39.78	3.98	62.48
No. 1 Panoram Kodak	15.98	1.60	25.10
No. 4 Panoram Kodak	24.82	2.48	38.98

Brownie Cameras

No. O Brownie	1.97	.20	3.10
No. 2 Brownie	2.28	.23	3.58
No. 2A Brownie	3.13	.31	4.91
No. 3 Brownie	4.08	.41	6.41

	Net Wholesale not including Excise Tax.	Excise Tax.	Catalogue Price including Excise Tax.
No. 2C Brownie	\$4.08	\$0.41	\$6.41
No. 2 Fold. Auto. Brownie, Men. Lens	6.97	.70	10.95
Do., with R.R. Lens	8.16	.82	12.82
No. 2A Fold. Auto. Brownie, with Meniscus Lens	7.65	.77	12.02
Do., with R.R. Lens	9.35	.94	14.69
No. 2C Fold. Auto. Brownie, with M.A. Lens.	10.20	1.02	16.02
Do., with R.R. Lens	12.07	1.21	18.96
No. 3A Fold. Auto. Brownie, with M.A. Lens.	11.56	1.16	18.16
Do., with R.R. Lens	13.60	1.36	21.36

Enlarging and Reducing Cameras

V.P. Kodak Enlarg. Camera	2.81	.28	4.03
No. 2 Brownie Post Card Enlarg. Camera ..	2.81	.28	4.03
No. 2 Brownie Enlarg. Camera	3.75	.38	5.38
No. 3 Brownie Enlarging Camera	4.88	.49	6.99
No. 4 Brownie Enlarging Camera	5.25	.53	7.53
Kodak Enlarg. Outfit	21.00	2.10	30.10
Eastman X-Ray Reducing Camera	108.80	10.88	170.88

Premo Cameras

No. 1 Premo Jr.	2.28	.23	3.58
No. 1A Premo Jr.	3.13	.31	4.91
No. 3 Premo Jr.	4.08	.41	6.41
No. 1 Premoette Jr., M.A. Lens.	6.97	.70	10.95
Do., with Planatog. Lens	8.67	.87	13.62
Do., with K.A. <i>f</i> .7.7 Lens	13.09	1.31	20.56
Premoette Sr. 2½ x 4¼, R.R. Lens	11.39	1.14	17.89
Premoette Sr. 3¼ x 4¼, R.R. Lens	11.39	1.14	17.89
Premoette Sr. 3¼ x 5½, R.R. Lens	14.45	1.45	22.70
Premoette Sr. with K.A. <i>f</i> .7.7 Lens, 2½ x 4¼.	15.30	1.53	24.03
Premoette Sr. with K.A. <i>f</i> .7.7 Lens, 3¼ x 4¼.	15.30	1.53	24.03
Premoette Sr. with K.A. <i>f</i> .7.7 Lens, 3¼ x 5½.	17.85	1.79	28.04
Pocket Premo 2¼ x 3¼ M.A. Lens	9.52	.95	14.95
No. 2 Cartridge Premo	2.28	.23	3.58
No. 2A Cartridge Premo	3.13	.31	4.91
No. 2C Cartridge Premo	4.08	.41	6.41
No. 2 Fold. Cartridge Premo M.A. Lens ..	6.29	.63	9.88
Do., with R.R. Lens	7.48	.75	11.75
No. 2A Fold. Cartridge Premo M.A. Lens...	6.97	.70	10.95
Do., with R.R. Lens	8.67	.87	13.62
No. 2C Fold. Cartridge Premo, M.A. Lens ...	9.69	.97	15.22
Do., with R.R. Lens	11.56	1.16	18.16
No. 3A Fold. Cartridge Premo, M.A. Lens.	10.88	1.09	17.09
Do., with R.R. Lens	13.09	1.31	20.56

	Net Wholesale not including Excise Tax.	Excise Tax.	Catalogue Price including Excise Tax.
Premo No. 8 Planatog. Lens 4 x 5	\$17.17	\$1.72	\$26.97
Do., for 3¼ x 5½ Negatives	17.17	1.72	26.97
Do., for 5 x 7 Negatives	24.82	2.48	38.98
Do., with K.A. <i>f</i> .7.7 Lens, 3¼ x 5½	20.74	2.07	32.57
Premo No. 9 Planatog. Lens 4 x 5	32.30	3.23	50.73
Do., for 3¼ x 5½ Negatives	32.30	3.23	50.73
Do., for 5 x 7 Negatives	40.46	4.05	63.55
Do., with K.A. <i>f</i> .7.7 Lens, 4 x 5	35.70	3.57	56.07
Do., with K.A. <i>f</i> .7.7 Lens, 3¼ x 5½	35.70	3.57	56.07
Do., with K.A. <i>f</i> .6.3 Lens, 4 x 5	54.40	5.44	85.44
Do., with K.A. <i>f</i> .6.3 Lens 3¼ x 5½	54.40	5.44	85.44
Do., with B. & L. K.A. <i>f</i> .6.3 4 x 5	62.22	6.22	97.72
Do., with B. & L. K.A. <i>f</i> .6.3 3¼ x 5½	65.28	6.53	102.53
Do., with B. & L. K.A. <i>f</i> .6.3, 5 x 7	86.36	8.64	135.64
Premo No. 10, Planatog. Lens 5 x 7	65.62	6.56	103.06
Do., with B. & L. K.A. <i>f</i> .6.3	112.54	11.25	176.75
Do., with B. & L. Protar Series VIIa	142.80	14.28	224.28
Premo No. 12, 2¼ x 3¼ R.R. Lens	16.15	1.62	25.37
Do., with K.A. <i>f</i> .7.7 Lens	19.72	1.97	30.97
Do., with B. & L. K.A. <i>f</i> .6.3, and Optimo	44.54	4.45	69.95
Do., with B. & L. Spec. <i>f</i> .6.3 and Optimo	35.02	3.50	55.00
Do., with K.A. <i>f</i> .6.3 and Optimo	35.36	3.54	55.54
Do., with B. & L. Tessar IIb <i>f</i> .6.3 and Optimo shutter	54.74	5.47	85.97
Do., with B. & L. Tessar Ic <i>f</i> .4.5 and Optimo shutter	56.10	5.61	88.11

Graflex Cameras

No. 1A Graflex without Lens	81.60	8.16	128.16
Do., with K.A. <i>f</i> .4.5 No. 31	96.22	9.62	151.12
Do., with B. & L. K.A. <i>f</i> .6.3 No. 2	90.44	9.04	142.04
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 No. 14	105.74	10.57	166.07
No. 3A Graflex, Autographic, without Lens..	93.84	9.38	147.38
No. 3A Graflex, Autog., with B. & L. K.A. <i>f</i> .6.3 Lens No. 4	106.76	10.68	167.68
Do., with K.A. <i>f</i> .4.5, No. 33	117.98	11.80	185.30
Do., with B. & L. Tessar, Ic, <i>f</i> .4.5	131.24	13.12	206.12
3¼ x 4¼ Auto Graflex, without Lens	62.56	6.26	98.26
Do., with K.A. <i>f</i> .4.5, No. 31	79.90	7.99	125.49
Do., with B. & L. K.A. <i>f</i> .6.3, No. 2	74.12	7.41	116.41
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 14	89.42	8.94	140.44
4 x 5 Auto. Graflex without Lens	72.08	7.21	113.21
Do., with K.A. <i>f</i> .4.5, No. 32	92.14	9.21	144.71
Do., with B. & L. K.A. <i>f</i> .6.3, No. 3	82.96	8.30	130.30
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 15	103.36	10.34	162.34
5 x 7 Auto. Graflex without Lens	90.78	9.08	142.58
Do., with K.A. <i>f</i> .4.5, No. 34	124.10	12.41	194.91
Do., with B. & L. K.A. <i>f</i> .6.3, No. 5	113.90	11.39	178.89
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 16	140.08	14.01	220.01
Auto. Graflex Jr., without Lens	49.98	5.00	78.50

	Net Wholesale not including Excise Tax.	Excise Tax.	Catalogue Price including Excise Tax.
Auto Graflex Jr., with K.A. <i>f</i> .4.5, No. 30	\$66.30	\$6.63	\$104.13
Do., with B. & L. K.A. <i>f</i> .6.3, No. 1	61.88	6.19	97.19
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 13	74.12	7.41	116.41
Revolving Back Graflex Jr., without Lens ..	68.68	6.87	107.87
Do., with K.A. <i>f</i> .4.5, No. 32	89.42	8.94	140.44
Do., with B. & L. K.A. <i>f</i> .6.3, No. 3	80.24	8.02	126.02
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 15	100.64	10.06	158.06
3¼ x 5½ Compact Graflex without Lens	93.84	9.38	147.38
Do., with K.A. <i>f</i> .4.5 No. 33	117.98	11.80	185.30
Do., with B. & L. K.A. <i>f</i> .6.3, No. 4	106.76	10.68	167.68
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 15A ..	131.24	13.12	206.12
5 x 7 Compact Graflex, without Lens	112.54	11.25	176.75
Do., with K.A. <i>f</i> .4.5, No. 34	143.14	14.31	224.81
Do., with B. & L. K.A. <i>f</i> .6.3, No. 5	132.94	13.29	208.79
Do., with B. & L. Tessar <i>f</i> .4.5, No. 16	159.12	15.91	249.91
3¼x4¼ Telescopic R.B. Graflex, without Lens	93.84	9.38	147.38
Do., with K.A. <i>f</i> .4.5, No. 32	111.18	11.12	174.62
Do., with B. & L. K.A. <i>f</i> .6.3, No. 3	102.00	10.20	160.20
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No 15	122.40	12.24	192.24
4 x 5 Telescopic R.B. Graflex without Lens	106.42	10.64	167.14
Do., with K.A. <i>f</i> .4.5, No. 33	128.86	12.89	202.39
Do., with B. & L. K.A. <i>f</i> .6.3, No 5	127.50	12.75	200.25
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 16...	153.68	15.37	241.37
3¼x4¼ Revolving Back Auto. Graflex, with- out Lens	106.42	10.64	167.14
Do., with K.A. <i>f</i> .4.5, No. 33	128.86	12.89	202.39
Do., with B. & L. K.A. <i>f</i> .6.3, No. 5	127.50	12.75	200.25
Do., with B. & L. Protar VIIa, No. 10	159.46	15.95	250.45
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 15A ..	142.12	14.21	223.21
4 x 5 R.B. Auto. Graflex, without Lens	119.00	11.90	186.90
Do., with K.A. <i>f</i> .4.5, No. 34	148.58	14.86	233.36
Do., with B. & L. K.A. <i>f</i> .6.3, No. 6	150.62	15.06	236.56
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 17	201.28	20.13	316.13
5 x 7 Press Graflex, without Lens	150.28	15.03	236.03
Do., with K.A. <i>f</i> .4.5, No. 34	175.78	17.58	276.08
Do., with B. & L. K.A. <i>f</i> .6.3, No. 5	165.58	16.56	260.06
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 16	191.76	19.18	301.18
Home Portrait Graflex, without Lens	156.40	15.64	245.64
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 17	233.92	23.39	367.39
Do., with B. & L. Tessar Ic <i>f</i> .4.5, No. 18	274.04	27.40	430.40
Naturalist's Graflex, without Lens	168.98	16.90	265.40
Do., with B. & L. Teletig. <i>f</i> .6.8 Lens	237.65	23.77	373.27
Stereo Auto. Graflex, without Lenses	175.10	17.51	275.01
Do., with matched pair B. & L. K.A. <i>f</i> .6.3 Lenses No. 3	195.84	19.58	307.58
Do., with matched pair B. & L. Tessar Series IIb, <i>f</i> .6.3, No. 5	217.60	21.76	341.76
8 x 10 Graflex Enlarging Camera, without Lens	32.64	3.26	51.26
Do., with B. & L. K.A. <i>f</i> .6.3, No. 3	48.96	4.90	76.90

Graphic Cameras

No. 0 Graphic 1½ x 2½	49.98	5.00	78.50
No. 0 Graphic Enlarging Camera	22.78	2.28	35.78
Do., with R.R. Lens and Auto. Shutter	26.86	2.69	42.19
4 x 5 R.B. Cycle Graphic with R.R. Lens and Auto. Shutter	64.94	6.49	101.99

	Net Wholesale not including Excise Tax.	Excise Tax.	Catalogue Price including Excise Tax.
4 x 5 R.B. Cycle Graphic, with B. & L. K.A. f.6.3, No. 3 and Volute shutter	\$97.92	\$9.79	\$153.79
Do., with B. & L. Protar, Series VIIa, No. 7 and Volute shutter	131.92	13.19	207.19
5 x 7 R.B. Cycle Graphic with R.R. Lens and Auto. shutter	75.48	7.55	118.55
Do., with B. & L. K.A. f.6.3, No. 5, and Volute shutter	124.44	12.44	195.44
Do., with B. & L. Protar, Series VIIa, No. 10, and Volute shutter	156.40	15.64	245.64
6½ x 8½ R.B. Cycle Graphic with R.R. Lens, and Auto. shutter	97.24	9.72	152.72
Do., with B. & L. K.A. f.6.3, No. 6, and Volute shutter	154.70	15.47	242.97
Do., R.B. Cycle Graphic with B. & L. Protar VIIa, No. 13, and Volute shutter	262.14	26.21	411.71
8 x 10 R.B. Cycle Graphic with R.R. Lens and Auto Shutter	118.66	11.87	186.37
Do., with B. & L. Protar Series VIIa and Volute shutter	268.60	26.86	421.86
3¼ x 4¼ Speed Graphic, without Lens	62.56	6.26	98.26
Do., with K.A. f.4.5, No. 31	79.90	7.99	125.49
Do., with B. & L. K.A. f.6.3, No. 2	74.12	7.41	116.41
Do., with B. & L. Tessar Ic f.4.5, No. 14	89.42	8.94	140.44
4 x 5 Speed Graphic, without Lens	68.68	6.87	107.87
Do., with K.A. f.4.5, No. 32	89.42	8.94	140.44
Do., with B. & L. K.A. f.6.3, No. 3	80.24	8.02	126.02
Do., with B. & L. Tessar Ic f.4.5, No. 15	100.64	10.06	158.06
3¼ x 5½ Speed Graphic, without Lens	68.68	6.87	107.87
Do., with K.A. f.4.5, No. 33	96.22	9.62	151.12
Do., with B. & L. K.A. f.6.3, No. 4	85.00	8.50	133.50
Do., with B. & L. Tessar Ic f.4.5, No. 15A ..	109.48	10.95	171.95
5 x 7 Speed Graphic, without Lens	81.26	8.13	127.63
Do., with K.A. f.4.5, No. 34	115.94	11.59	182.09
Do., with B. & L. K.A. f.6.3, No. 5	105.74	10.57	166.07
Do., with B. & L. Tessar Ic f.4.5, No. 16	131.92	13.19	207.19
Stereoscopic Graphic, without Lenses	106.42	10.64	167.14
Do., with matched B. & L. K.A. f.6.3, Lenses No. 3	136.00	13.60	213.60
Do., with matched B. & L. Tessar Series IIb f.6.3, Lenses No. 4	155.04	15.50	243.50
Do., with matched B. & L. Protar Lenses, Series VIIa, No. 7, f.6.3	204.34	20.43	320.93
Do., with matched B. & L. Protar Lenses, Series V, No. 2	136.00	13.60	213.60
F. & S. Finger Print Camera	35.36	3.54	55.54
F. & S. Identification Outfit	306.00	30.60	480.60

Aero Cameras

Model A-1 Hand-Held Aero Camera for 4 x 5 plates, with Lens and one Graflex Plate Holder	272.00	27.20	427.20
Model K-1 Automatic Aero Film Camera for pictures 18 x 24 c.m., fitted with H.E. Aerial Lens f.6, focal length 20", not in- cluding wind motor	850.00	85.00	1,335.00
Do., fitted with No. 18 B. & L. Tessar Ic f.4.5, Lens, not including wind motor ...	792.20	79.22	1,244.22

Confidence and Profit

It is nothing but natural that your amateur customers should enquire as to the kind of paper used in making the prints you sell them, for most every amateur photographer has done his own developing and printing at one time or another. When you tell him that the paper used is the same as you have on your shelves, you are doing something to build up his confidence in your store and the goods you sell.

You are in business to make a profit for yourself, and you know that a properly conducted Amateur Finishing Department is decidedly profitable. To make your Photographic Department more profitable and to build up the confidence of your customers in your store and in the goods you sell, the time-tested and effective plan is to do the Amateur Finishing for your customers.

Advance in Price

The price of Solution Cup for 5x7 Eastman Plate Tank was, on May 15th, advanced as follows:—

Solution Cup for Eastman Plate Tank, 5x7, - - - - - \$3.00
Trade Discount, 25%.

Permanent Records

Amateur pictures are not made just for the pleasure of the taking, but for the greater pleasure of remembering some one—some interesting place or event.

How much more valuable then

will be the pictures that fifty years hence can be identified by the date and title permanently recorded on the negative at the time the picture is made?

And the only way this can be done is with an Autographic Kodak or Brownie, by writing the record on Autographic Film.

Emphasize "Autographic" in your Kodak advertising.



For the out-of-doors days

KODAK

And not merely the alluring picture story, but on every negative at least a date; and a title, too, if you like. Titling is the work of but an instant with an Autographic Kodak; is as simple as making the picture itself—and there is no extra charge for Autographic film.

If it isn't an Eastman, it isn't a Kodak

(DEALER'S NAME HERE)



For the June Bride—

A KODAK

(DEALER'S NAME AND ADDRESS HERE.)

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 2

TORONTO, CANADA

June, 1920

1920 CATALOGUES

The Kodak, Graflex and Premo Catalogues for 1920 will be ready for delivery this month, and they will go out to the most distant points first, so that all dealers should receive their supply at about the same date.

The covers of all three catalogues are very striking. The Kodak cover represents a father and daughter motoring, the former carrying the indispensable Kodak, while the latter points out a "picture" which requires its immediate use.

The Premo cover shows an attractive young woman photographing her friends from an aeroplane about to take the air.

The Graflex cover is perhaps the most artistic of the three but, for all that, it has also real sales value. It pictures a young woman looking into the hood of a Graflex and so demonstrates one of the chief advantages of this camera; easy composition and focus.

In the 1920 catalogues the aim has been to express the merits of each article with greater clearness. If you find any expression of doubtful meaning, we would appreciate hearing from you.

The use of larger cuts for the illustrations, we think, is a distinct improvement.

Go the Full Length

A solicitor for a druggists' trade journal nearly fell off his chair the other day when we told him that we could not use his paper because it would produce more results than we wanted. However, he recovered his balance and temper when we explained that we were more anxious to have our present dealers do, each of them, more business, than to make any large increase in the number of retail merchants handling our goods. Finally, he agreed that advertising in his paper would be bad advertising for us, inasmuch

as it would bring enquiries on which we could not act favorably.

We do not appoint agents or established agencies in the sense of the word, but our policy is based on reciprocity of protection, for years of experience has convinced us that this is the most effective means of conserving the dealers' interest in our line.

Our selective plan of distribution is unquestionably advantageous to the dealer, covering as it does a complete line of photographic material which, by persistent pushing, has attained the position of world-wide pre-eminence, for Kodak products are the standard in every portion of the globe.

We like to see our customers making the most profit possible out of their Kodak Departments and are divulging no secret when we say that the dealers who have done the best for themselves with our line are those who have built up good Amateur Finishing Departments. The direct profits on Developing and Printing are well worth having, and so are the profits on Enlarging, which is daily becoming more and more important. War conditions induced some dealers to give up their Finishing Departments, but these same dealers know that they gave up a good deal of profit at the time.

It seems likely now that help will be easier to obtain and our advice to the dealer with a good photographic department is that he go the full length in taking care of his customers' needs, for apart from the profitable finishing, there's the better knowledge acquired of the customers' difficulties and how to solve them. Don't overlook the business-building properties of a Good Finishing Department.

Sales Talks

"Seeing is believing."

This old adage has been repeated so often we all believe it.

But there is a Sales Manager, selling over two million items a month, who believes the sense of touch outranks seeing and hearing as a factor in closing the sale.

"Watch a customer when you are demonstrating an article," he says, "and you will find him reaching for it. Get the product in his hands. Let him 'work it' himself."

"Once in his grasp, your article seems his and the sale is half made.

"The most valuable years of my life were spent behind the counter and there I discovered that some people are 'eye-minded,' and others 'ear-minded.' To some, hearing is believing; to more, seeing is believing. The ideal sales method is the combination where eyes, ears and hands are all employed in absorbing information.

"Kipling has a verse that runs something like this:

These are the four that are never content,

That have never been *filled* since the world began;

The Jackal's maw, the glut of the kite,

The *hands* of the ape, and the eyes of man.

"Maybe we didn't inherit the ape's grasping instinct and maybe we did. We got it somewhere—and so it pays to get the goods in the customer's hands."

We might have told this man that what he preaches has been the regular practice of Kodak dealers since 1888!

For the Attention of a Few Dealers

Every Kodak dealer knows that a letter of instructions should be mailed to us whenever an article is returned for repairs.

But—in one day last week—we got packages from six dealers, not one of whom told us what repairs he wanted made, nor even that he was sending the article for repairs!

On the same day we got several letters from other dealers referring to packages that had not arrived. We didn't object to that in the least but the occasion did make us think.

And here is what we thought.

We could get a repaired article back to the dealer's store in so short a time that his customers would talk about his good service—if the dealer would act as follows when returning goods by mail:

Attach a letter of instructions to the outside of the package containing the returned article. Put first-class postage on the letter and parcel post postage on the package.

Then the instructions and the goods arrive together and there is nothing to do but make the repairs.

Profits on and in "Kodakery"

Since we offered dealers a 50% profit on *Kodakery* subscriptions, we have added hundreds of paid subscribers to the list.

There is 30 cents profit for you on every year's subscription which you sell for 60 cents.

That is the profit you make on *Kodakery*. But there is more profit for you *in* it than *on* it.

Every time you or your clerks get a customer's name on the *Kodakery* coupon in the manual ac-

companying each camera, or on a *Kodakery* subscription blank, you make our magazine *yours*. And by means of it, you put into your customers' homes twelve times a year a continual reminder to take more pictures and dozens of definite suggestions to buy something you sell.

We pay the bills but *Kodakery* is your magazine.

Impress again upon your clerks' minds the importance of getting the customer's name on *Kodakery's* dotted line.

The Velox Book—A New French Edition

Every amateur photographer who does his own printing should have a copy of this valuable little booklet for reference. It not only contains a complete and detailed description of each grade and surface of Velox, the amateur's own paper, but also furnishes clear and concise instructions for its use, from the selection of the most suitable grade for negatives of differ-

ent density, to the mounting of the finished print on Album leaf or card mount.

Kodak dealers in the Province of Quebec and elsewhere, who for their trade require literature in French, will find this new edition a booster of Velox sales.

Furnished only on request, they are gratis in reasonable quantities.

Price Changes

Because of increased cost of materials, advances in the price of certain goods have been necessary. These and other changes necessitating corrections in your Condensed Price List (1919 Edition), are noted below.

ADVANCE.

Effective May 26, 1920.

KODALOID PRINTING MASKS.

For Maskit Printing Frames.

(1919 Condensed Price List, page 98).

Set of 3 masks for $3\frac{1}{4} \times 4\frac{1}{4}$ frame	\$0.35
Set of 3 masks for $3\frac{1}{4} \times 5\frac{1}{2}$ frame	.40
Set of 3 masks for 5×7 frame	.50
Dealers' discount 33 $\frac{1}{3}$ %.	

ADVANCE.

Effective May 26, 1920.

X-RAY ENVELOPES.

(1919 Condensed Price List, page 86).

	Per doz. sets
5×7	\$0.50
$6\frac{1}{2} \times 8\frac{1}{2}$	.70
8×10	.90
10×12	1.40
11×14	1.85
14×17	3.25
Dealers' discount 30%.	

ADVANCE.

Effective May 26, 1920.

KODAK DRY MOUNTING PRESS.

(1919 Condensed Price List, page 94).

Kodak Dry Mounting Press, plate 5×7 , gas heated.....	\$30.00
Do., plate 11×14 , gas heated	75.00
Do., plate 11×14 , electric heated, including Tacking	115.00
Iron	
Dealers' discount 20%.	

ADVANCE.

Effective May 29, 1920.

ALBUM LEAVES.

For Kodak Album.

(1919 Condensed Price List, page 12).

	Per pkg. of 12
$5\frac{1}{2} \times 7$, for style A Kodak Album	\$0.18
7×11 , for style B Kodak Album	.25
Dealers' discount 40%.	

ADVANCE.

Effective June, 2, 1920.

LANTERN SLIDE COVER GLASS.

(1919 Condensed Price List, page 96).

$3\frac{1}{4} \times 3\frac{1}{4}$, per dozen.....	\$ 0.45
$3\frac{1}{4} \times 4$, per dozen.....	.45
$3\frac{1}{4} \times 3\frac{1}{4}$, per case of 1363 lights	30.00
$3\frac{1}{4} \times 4$, per case of 1108 lights	30.00

Dealers' discount 40%.

ADVANCE.

Effective June 2, 1920.

KODAK WIDE ANGLE LENSES.

(1919 Condensed Price List, page 55).

No. 4 (4×5)	\$6.00
No. 5 (5×7)	8.50

Dealers' discount 20%.

ADVANCE.

Effective June 17, 1920.

MAJESTIC PRINT DRYER.

(1919 Condensed Price List, page 99).

No. 1	\$50.00
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Dealers' discount 25%.

REDUCTION.

Effective June 11, 1920.

WRATTEN ADJUSTABLE FILTER HOLDERS.

(1919 Condensed Price List, page 109).

For Wratten Filters 2" square..	\$1.75
Dealers' discount 10%.	

REDUCTION.

Effective June 17, 1920.

LENSES.

(1919 Condensed Price List, pages 53 and 54).

B. & L. Kodak Anastigmat Lens, f.6.3.

	In barrel
No. 0.....	\$27.50
No. 1.....	31.25
No. 2.....	33.75
No. 3.....	35.00
No. 4.....	43.00
No. 5.....	60.00
No. 6.....	81.25

B. & L. Tessar, Series Ic., f.4.5.

No. 15a.....	\$ 85.00
No. 16.....	105.00
No. 17.....	168.75
No. 18.....	237.50
No. 18a.....	306.25

	In barrel
B. & L. Tessar, Series IIB, <i>f</i> .6.3.	
No. 2A.....	\$ 37.50
No. 3.....	47.50
No. 4.....	51.25
No. 5.....	53.75
No. 5K.....	65.00
No. 5A.....	73.75
No. 6.....	90.00
No. 7.....	121.25

B. & L. Protar, Series VIIa.	
No. 4.....	\$ 80.00
No. 5.....	87.50
No. 6.....	98.75
No. 7.....	93.75
No. 8.....	105.00
No. 10.....	115.00
No. 13.....	152.50
No. 17.....	246.25

B. & L. Extreme Wide Angle, Series V, <i>f</i> . 18.	
No. 1.....	\$35.00
No. 2.....	35.00
No. 3.....	42.50
No. 4.....	52.50

Dealers' discount 33⅓%.

REDUCTION.

Effective June 17, 1920.

B. & L. VOLUTE SHUTTER.

No. 1.....	\$28.75
No. 2.....	31.25
No. 3.....	33.75

Dealers' discount 25%.

Correction

The following changes to prices on page 6 of the Special Trade Circular No. 1A of May, 1920, are necessary to correct typographical errors.

REVOLVING BACK CYCLE GRAPHIC CAMERA.

Fitted with B. & L. Protar Series VIIa Lens and Volute Shutter.

6½ x 8½ (No. 13 lens), Net Wholesale, not including Excise Tax.....	\$195.84
Excise Tax.....	19.58
Catalogue price, including Excise Tax.....	307.58

8 x 10 (No. 17 lens), Net Wholesale, not including Excise Tax.....	\$269.96
Excise Tax.....	27.00
Catalogue price, including Excise Tax.....	424.00

A New Album

To complete our splendid line of Photographic Albums, a new one has been prepared and can now be added to the assortment listed in the 1919 Condensed Price List on pages 11 to 13.

The Strand, as the new album has been styled, is built on the open-back, loose-leaf plan. the leaves being held in place by a silk cord which passes through leaves and cover in hollow metal posts.

The covers are of genuine leather, black and attractively finished to resemble walrus hide. The word "Photographs" appears in neat gold lettering on the upper left hand corner of the front cover.

THE STRAND

B-50 leaves, 7 x 11, each.....	\$5.75
D-50 leaves, 11 x 14, each.....	7.50
Extra leaves per package of 12.	
B.....	\$0.25
D.....	\$0.60

Dealers' discount 40%.

Discontinued

The manufacture of the No 0 Graphic Enlarging Camera has been discontinued.

Not Sold Separately

The Eastman Projection Anastigmat lens *f*. 8, 7½ in. focus, and the Diffusing Discs Nos. 1, 2 and 3 are not furnished other than with the complete Eastman Projection Printer.

Plates and Professional Film

ADVANCE IN PRICES EFFECTIVE MAY 31, 1920.

Seed, Royal (S.E.R. Polychrome and Process) and Stanley.

Sizes		Price per doz.	Backed Plates (Royal and Seed only) Price per doz.
2½	x 2½	\$ 0.40	\$0.50
2¼	x 3¼	.45	.55
3½	x 3½	.55	.65
3¼	x 4¼	.65	.75
3¼	x 5½	.90	1.00
4	x 5	.90	1.00
4¼	x 6½	1.30	1.45
4¾	x 6½	1.35	1.50
5	x 7	1.45	1.70
5	x 8	1.70	1.95
6½	x 8½	2.20	2.45
7	x 11	3.20	3.55
8	x 10	3.20	3.55
10	x 12	5.60	
7	x 17	7.50	
11	x 14	8.05	
14	x 17	13.80	
8	x 20	20.35	
16	x 20	37.00	
18	x 22	51.25	
20	x 24	64.00	

ROYAL LANTERN SLIDE PLATES.

Sizes	Price per doz.	With Backing Price per doz.
3¼ x 3¼	\$0.65	\$0.75
3¼ x 4	.65	.75

EASTMAN PORTRAIT FILM, EASTMAN COMMERCIAL, COMMERCIAL ORTHO AND PROCESS FILM.

Sizes	Price per doz.	Sizes	Price per doz.
4¼ x 6½	\$1.30	8 x 10	\$ 3.20
4¾ x 6½	1.35	10 x 12	5.60
5 x 7	1.45	7 x 17	5.60
5 x 8	1.70	11 x 14	8.05
6½ x 8½	2.20	8 x 20	8.35
7 x 10	2.75	12 x 20	12.65
7 x 11	3.20		

SEED X-RAY PLATES.

Size	With 2 Sets Envelopes Price per doz.	With 12 Sets Envelopes Price per doz.
5 x 7	\$ 1.70	\$ 2.20
6½ x 8½	2.55	3.25
8 x 10	3.60	4.50
10 x 12	6.20	7.60
11 x 14	8.70	10.55
14 x 17	14.50	17.75

Brevity in Advertising

One of the ditches into which the new advertising writer skids is the literal acceptance of rules.

For instance, there is the rule, "Be brief."

Brevity means "use few words."

But if he stops there he misses the real meaning of brevity as applied to advertising, which is: "Tell the whole story in the fewest possible number of words."

You have noticed that Kodak advertisements usually contain few words. One brief advertisement has an interesting history. You remember it. The picture showed a major of infantry seated before his tent. The copy read: "The picture from home." That was all.

The man who prepared that advertisement wrote the title after three minutes' thought. Then he sat down and for four days wrote perhaps fifty variations of the theme.

After that time he came to the conclusion that the picture and the title told the story. Nothing could be added that was not superfluous.

One reason you find so few words in Kodak advertisements is because the Kodak picture tells the story.

And this, by the way, is also the reason why the Kodak and the Kodak album have become indispensable to the Canadian people—Kodak pictures tell the story.

Why Start an Argument?

There has been so much argument and discussion of Budget and Excise Tax that now the average man is about ready to fight when he hears the words.

Is it better then, when the customer inquires "How much for this Vest Pocket Kodak" to reply—

"Owing to the new Tax, Camera Prices have advanced and this V.P.K. is now etc., etc."

"Including Excise Tax, Eleven Dollars and Twenty-one Cents"—or just—

"Eleven Dollars and Twenty-one Cents?"

Why run any risk of antagonizing your customers by the unnecessary mention of either Tax or Budget?



Kodak as you go

HERE'S your first stop—right here at the store. We have just the Kodak you want for the motoring trip—compact, easy to work and *Autographic*—each negative may be dated and titled at the time of exposure.

Kodaks from \$11.21 up.

(DEALER'S NAME AND ADDRESS HERE)

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 3

TORONTO, CANADA

July, 1920

Advertisements Ready to Use

The 1920 Book of "Advertisements for the Kodak Dealer" has been mailed to you.

This series of fourteen advertisements, especially prepared for the store that carries the Kodak line, should be a great help to you. Some of the ads deal with the various Kodaks, while others, with cuts made from drawings, remind the people to take a Kodak with them and to Kodak as they go. It is not Canadian Kodak Company advertising—any of it, but advertising for the store that wants to sell more Kodaks—your store.

To suit your preference the advertisements are supplied in two forms—electro complete with illustration and text or cut of the illustration only. These will be supplied free to any Kodak Dealer on request. Please order by number.

The pages of the booklet are perforated and printed only on one side, so that all there is for you to do after obtaining an electro is to

tear out the advertisement selected along perforated margin and send it with the cut to your local newspaper.

Remember "Advertisements for the Kodak Dealer." We hope you can use them.

1920 Price List

The new Dealers' Condensed Price List went to press on July 3rd and prices are corrected up to and including that date. Your copy will arrive in a few days.

An immense amount of labor will be saved if you will instruct someone to make every necessary change each month as soon as the Trade Circular is received.

Time that should be devoted to selling goods is frequently used in thumbing over old issues of the Trade Circular, looking for prices. Many times the last price may be overlooked. The safe way is "Enter price and merchandise changes in the Condensed Price List on the day your Trade Circular arrives."

A Complete Line

The modern hand camera, with its capacity of adjustment in order to make it usable under many diverse conditions, is a universal machine, very valuable because it meets a wide range of purposes.

If its functions were divided amongst several special-purpose cameras, there is no doubt that these could be made extraordinarily effective for their single purposes, but though many require a camera that will do one thing particularly well, there are few indeed who do not wish to use their amateur camera for general purposes.

For instance, to one customer that comes to your store for a camera, pictures of rapidly moving objects may be of primary importance, but this customer also wishes to make pictures in and around the home, just ordinary pictures of the kiddies at play, Mother in the garden, etc. A camera that is equipped with a fast lens and shutter for rapid exposures is essential, but one in which all features of the general-purpose camera have not been sacrificed to speed.

To obtain pictures of very small objects, students of natural history and others will require cameras which have the ground glass focusing feature and a greater extension of bellows than the average general-purpose hand camera can provide owing to its compact form. But these customers, too, will use their cameras for general photography, so compact form and light weight must be considered in the manufacture of a camera for them.

With Graflex Cameras, equipped with the fastest of lenses and a Focal Plane Shutter, making expo-

sure in the 1/1000th or, in some cases, the 1/1500th part of a second, with Premo and Cycle Graphic Cameras that have long bellows and the ground glass for focusing, with Stereoscopic and Panoramic Cameras, Autographic Kodaks and, for those who for reasons of simplicity and economy, prefer them, Box Brownies, the Kodak Dealer's line is complete.

Not everyone who comes to your store for a camera can be sold the inexpensive hand camera for general purposes, but if a representative assortment including all of these is in stock, there will be a camera there to close the sale.

Correction

On page 5 of the June Trade Circular, price of Style B Strand Album is given as \$5.75. This is a typographical error and should read \$4.00. Please correct your Price List accordingly.

Another Strand Album

Last month we announced a new Album, The Strand, in two sizes, B-7 x 11 and D-11 x 14.

The Style E Strand Album is now ready and may be added to the list.

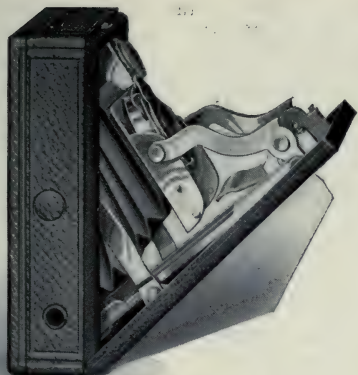
Price

E—50 black leaves 9 x 14, each \$6.50
Extra leaves per package of 12 .55
Dealers' Discount 40%.

Aero Camera Equipment

Kindly note the following addition to equipment for Aero Cameras.

**SUSPENSION MOUNT FOR K1
AERO CAMERA WITH 12" LENS**
List price \$105.00
Dealers' Discount 32%.



Giving 'em Zip

Pocket Premo sales are on the jump.

The cameras are right,

The price is right,

The advertising is big, and

We have them in stock.

Never before since this camera was added to the line have we dared to cut loose and talk about it in a big way.

It is such a clever little box that all that was needed to make it go was publicity—and it is now getting that.

Advertising any particular model of any particular camera has been a dangerous business for the Ad Man during the past two or three years. Whenever he advertised any special thing and we were oversold on it, and that meant nearly every time, the wrath of the dealers and the sales department descended upon him. Recently he has, for the most part, kept out of trouble by telling what "Kodak" means or simply saying "Kodak As You Go."

The result is that the new things haven't had their share of sales.

Good old staples such as 3A Kodaks, like the famous engineless Ford, have traveled on their reputation—the new good things haven't had half a chance, because we haven't dared to make a noise about them.

But we think so much of this pocket Premo that the Premo factory has made a special push on it and we have cut loose on the advertising. This means that a lot of people will be interested, so get ready for them and put a camera in the window to invite them into the store.

The Pocket Premo, like a Vest Pocket Kodak, is strong in its appeal to the enthusiasts who have other and larger cameras, but it makes a larger picture than the V. P. K. And so we are also pushing it in Kodakery and in the other photographic magazines.

Perhaps you haven't seen one. You will be delighted at the way it snaps automatically into focus when the front board is dropped—absolutely ready for business—instantly. The pictures are $2\frac{1}{4} \times 3\frac{1}{4}$, yet the camera measures only $1\frac{1}{4} \times 3\frac{1}{4} \times 4\frac{3}{8}$. It has all the works: Kodak Ball Bearing Shutter, Meniscus Achromatic Lens, collapsible finder, tripod sockets. Loads for twelve exposures with the Premo Film Pack, has a fine grain leather covering, black bellows with metal parts heavily nickeled.

Retail price is \$14.95 and your profit is liberal. On page 8 we suggest an advertisement for you to use in your local papers.

The Pocket Premo is sure to be one of the big sellers in the line and right now—we have them in stock. So should you.

Summer Books

You will be pleased with the new Kodak Summer Book.

The facts about each camera have been arranged in a new way to make comparison easy.

As a rule, two pages are devoted to each camera and each right-hand page is confined to a statement of Details and Prices.

Each detail—such as Size of Pictures, Size of Camera, Film Capacity, Weight, Lenses, etc.—is found in the same corresponding place on successive pages. This arrangement enables a salesman who is not fully familiar with the line to answer questions quickly.

After a prospective Kodak customer has selected the size picture he wants, say $2\frac{1}{2} \times 4\frac{1}{4}$ inches, he has three camera choices in the Kodak line and two in the Brownie line—the No. 1A Kodak Junior, No. 1A Kodak, No. 1A Kodak *Special*, No. 2A Brownie and No. 2A Folding Brownie.

Using the new Summer Book, the salesman can readily compare each camera with the customer and point out the superior advantages of the better grade instruments.

The camera illustrations are larger than heretofore, the cover is extremely attractive and the Kodak Summer Book is altogether an excellent advertisement for your goods.

We supply these books only on request for distribution by dealers through the mails or over the counter.

One dealer each year arranges some fifty of his new books on

the floor of his window so that they spell the work KODAK. Back of these he places a plain card reading "Your copy is waiting for you at the Kodak counter." Perhaps there is nothing very novel in this idea, but it evidently pays, for it produces a great many requests for these miniature catalogues. The dealer figures that if he can make a person come into the store to ask for a catalogue he has a customer in hand—and a customer in hand is worth two on the sidewalk. His sales figures prove that he figures correctly.

The Premo and Graflex Booklets are made up in the same attractive style and convenient size for mailing and whether distributed by mail or over the counter to prospective camera buyers, will prove great little business getters.

It is not necessary to restrict the distribution to persons who have shown an interest in buying a camera. Any good customer in other departments of the store should have one.

While these miniature condensed catalogues are not yet ready for delivery we should like to know just as soon as possible how many you can use. We can then prepare our imprint lists in advance and save time in making the distribution.

How many will you need of

- (1) Kodak and Brownie,
- (2) Premo,
- (3) Graflex.

They will be furnished with your name and address imprinted on the back cover and are gratis in reasonable quantities, but owing to paper shortage the supply is limited.

Price Changes

Advance in Price

Effective June 28, 1920

KODAK MASKIT PRINTING FRAMES

(1919 Condensed Price List page 100).

3¼ x 4¼	\$0.65
3¼ x 5½	.70
5 x 7	.85

Dealers' Discount 33⅓%

In lots of 100 assorted 40%.

EASTMAN PRINTING FRAMES

(1919 Condensed Price List page 100).

For 3½ x 3½ Film Negatives	\$0.40
For 3¼ x 4¼ Film Negatives	.40
For 3¼ x 5½ Film Negatives	.40
For 3¼ x 5½ Plate Negatives	.45
For 4 x 5 Film Negatives	.40
For 5 x 7 Film Negatives	.55

Dealers' Discount 40%.

For 3½ x 12, No. 4 Panoram Kodak Negatives (opens in 3 sections)	\$1.15
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For 2¼ x 7, No. 1 Panoram Kodak Negatives (opens in 2 sections)	.70
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Dealers' Discount 33⅓%.

KODAK SERIAL PRINTING

FRAME No. 2

(1919 Condensed Price List page 100).

For V. P. K. Negatives	\$0.75
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Dealers' Discount 25%.

BROWNIE PRINTING FRAMES

(1919 Condensed Price List page 100).

No. 1, for 2¼ x 2¼ Develop- ing Paper only	\$0.25
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No. 2, for 2¼ x 3¼ Develop- ing Paper only	.25
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Dealers' Discount 33⅓%.

STEREO KODAK SELF-TRANS- POSING PRINTING FRAME

(1919 Condensed Price List page 100).

Each	\$5.00
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Dealers' Discount 25%.

Advance in Price

Effective July 12, 1920.

MOUNTS

(1920 Price List, pages 56-59).

Remington

Size	Per 50	Per doz.
5 x 7	\$4.50	\$1.25
6½ x 8½	6.00	1.65
8 x 10	7.25	2.00
6 x 10	7.25	2.00

Woodmere

Size	Per 50	Per doz
5 x 7	\$4.50	\$1.25
6½ x 8½	6.00	1.65
8 x 10	7.25	2.00

Vista

5 x 7	\$3.50	\$1.00
6½ x 8½	4.25	1.20
8 x 10	5.50	1.50

View

For Photos	Per 1000	Per 100	Per 50
1⅝ x 2½	\$11.00	\$1.20	\$0.65
2¼ x 3¼	14.25	1.55	.85
2½ x 4¼	17.50	1.90	1.00
3¼ x 4¼	21.00	2.25	1.20
3¼ x 5½	25.00	2.65	1.40
4 x 5	23.00	2.50	1.30
4¼ x 6½	34.00	3.60	1.85
5 x 7	38.50	4.00	2.05
2¼ x 7	24.50	2.60	1.35
3½ x 12	44.00	4.65	2.40

Lagoon

2¼ x 2¼	\$14.25	\$1.50	\$0.80
2¼ x 3¼	16.50	1.75	.95
2½ x 4¼	21.00	2.25	1.20
3½ x 3½	21.00	2.25	1.20
3¼ x 4¼	25.50	2.75	1.45
2⅞ x 4⅞	27.50	3.00	1.55
3¼ x 5½	30.00	3.25	1.70
4 x 5	27.50	3.00	1.55
4¼ x 6½	41.50	4.50	2.30
5 x 7	46.00	5.00	2.55

Dealers' Discount 25%.

Advance in Price

Effective July 14, 1920.

EASTMAN PROJECTION PRINTER

(1920 Condensed Price List page 26).

Eastman Projection Printer, complete, including East- man Projection Anastig- mat Lens f. 8, 7½ in. focus, set of three diffusing discs, paper holder and lamp ..	\$525.00
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Dealers' Discount 20%.

Eastman Projection Anastig- mat Lens, f.8, 7½ in. focus	\$75.00
Diffusing Discs, each	9.00
Paper Holder	30.00
Lamp	6.00

Dealers' Discount 33⅓%.

To

- encourage your customers
- win customers from competitors
- make profits

the sure way is

Superior Finishing

When customers leave their films with you for finishing, they expect to receive good negatives and prints.

To give them anything but the best is to encourage them to go elsewhere and the trade that a good finishing department brings to the store is too profitable to lose.

Profits on developing and printing are well worth having, but there is more than this at stake, for good finishing brings the customers to your store—at least as often as Monday comes around. They buy their film and other supplies when leaving their work to be done and more frequently than not are good customers in other departments.

Don't drive this profitable business away by inferior finishing, but instead insure the satisfaction of these customers and bring new ones—by careful supervision of the finishing department, by the use of chemicals of standard excellence and by making use of only the papers you know to be the best, the papers that you would recommend these customers to buy if they were doing their own work.

Inferior finishing kills enthusiasm.

A Splendid Opportunity

Each month Kodak advertising appears in Canadian Magazines, Farm Papers and Weeklies, with a combined circulation of close to a million and quarter, according to verified figures.

Assuming that each copy of the publications used is read by only four persons, this means that the Kodak message is reaching some five million people in Canada each month.

The campaign was started early in the year and gained its full force in June, when colored cover or full page advertisements appeared in such popular Canadian Magazines as *Everywoman's World*, *La Canadienne*, *MacLean's*, *Canadian Home Journal*, *Canadian Courier*, *Western Home Monthly* and *Farmers' Magazine*. Generous space was also used in *The Grain Grower's Guide*, *Canadian Countryman*, *Canadian Farm*, *The Family Herald and Weekly Star*, *Toronto Saturday Night*, *La Presse Weekly*, *Farmer's Advocate*, *Farm and Dairy*, *Nor' West Farmer*, *Farm and Home* and the *Farm and Ranch Review*.

There could be no more opportune time for you to connect up with and cash in on national advertising than at present when this campaign is at its height. Your local paper is an excellent medium for this and "The Summer Advertisements for Kodak Dealers" that were specially prepared for you by our advertising department and recently mailed in booklet form, will make the question of suitable copy a simple one.

Our campaign will continue without halt right through the year. "At

your dealer's" we tell them in our advertising. Will yours let them know just where to go for the Kodak they want?



Let the children

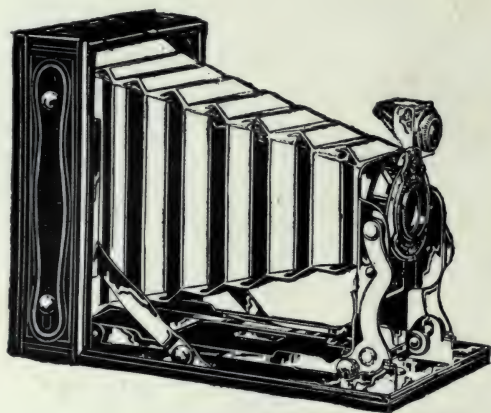
KODAK

Of course they can make a picture of grandma—the kind of a picture that you'll be glad to treasure. They can make pictures of their playground pals, as well, and their pets. There is nothing confusing about a Kodak—and a Brownie is even simpler.

If you like pictures, you will find a visit to our photographic department interesting. We have some splendid enlargements from Kodak negatives to show you.

Kodaks 11.21 up
Brownies \$3.10 up

[YOUR NAME AND ADDRESS HERE]



\$14.95

The Pocket Premo

Snap, of itself, into focus as you open it.

Ready, always, on the instant.

Efficient in lens and shutter, attractive in finish and design — and *small*. Though the pictures are $2\frac{1}{4} \times 3\frac{1}{4}$ inches, the camera measures only $1\frac{1}{4} \times 3\frac{1}{4} \times 4\frac{9}{16}$. Loads with Premo Film Packs (Eastman-made film) for 12 exposures.

Just the camera for the hike or the hunt — for any trip when you must travel light.

We have them in stock.

[YOUR NAME AND ADDRESS HERE]

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 4

TORONTO, CANADA

August, 1920

CHANGES IN CONDENSED PRICE LIST

The 1920 Condensed Price List is in your hands. If you have not made the changes printed in the July Trade Circular, please do so now.

The following changes should

also be noted and entered in the Price List. "Do it now" is a hackneyed phrase, but it fits the case because neglect to make an entry may mean a loss in profit to you.

Effective July 22, 1920

Owing to the increased price of the lenses, we have been obliged to increase the prices on all cameras, when equipped with Bausch & Lomb Tessar Lenses Series IIb, *f.* 6.3; B. & L. Tessar Lenses Series Ic, *f.* 4.5; B. & L. Protar Lenses Series V, *f.* 18; and Series VIIa. The new prices follow.

KODAKS

(1920 Condensed Price List, Pages 15 and 16)

	Net Wholesale Not Including Excise Tax	Excise Tax	Catalogue Price Including Excise Tax
No. 1 Autographic Kodak Special			
With B. & L. Tessar Series IIb, <i>f.</i> 6.3 lens and Optimo Shutter	\$63.24	\$6.32	\$99.32
Do., with B. & L. Tessar Series Ic, <i>f.</i> 4.5 lens and Optimo Shutter	64.26	6.43	100.93
No. 1A Autographic Kodak Special			
With B. & L. Tessar Series IIb, <i>f.</i> 6.3 lens and Optimo Shutter	71.74	7.17	116.67
No. 3 Autographic Kodak Special			
With B. & L. Tessar Series IIb, <i>f.</i> 6.3 lens and Optimo Shutter	68.00	6.80	106.80
No. 3A Autographic Kodak Special			
With B. & L. Tessar Series IIb, <i>f.</i> 6.3 lens and Optimo Shutter	88.40	8.84	138.84

(Continued on next page)

GRAFLEX CAMERAS

(1920 Condensed Price List, Pages 19 to 21)

	Net Wholesale Not Including Excise Tax	Excise Tax	Catalogue Price Including Excise Tax
No. 1A Graflex			
With B. & L. Tessar Series Ic, f. 4.5 Lens No. 14..	\$108.80	\$10.88	\$170.88
No. 3A Graflex			
With B. & L. Tessar Series Ic, f. 4.5 Lens No. 15a....	136.00	13.60	213.60
Auto Graflex			
With B. & L. Tessar Series Ic, f. 4. 5—			
3¼x4¼ No. 14 Lens.....	92.48	9.25	145.25
4x5 No. 15 Lens.....	107.78	10.78	169.28
5x7 No. 16 Lens.....	145.86	14.59	229.09
Auto Graflex Junior 2¼x3¼			
With B. & L. Tessar Series Ic, f. 4.5 Lens No. 13.....	76.16	7.62	119.62
Revolving Back Graflex Junior 2¼x3¼			
With B. & L. Tessar Series Ic, f. 4.5 Lens No. 15.....	105.06	10.51	165.01
Compact Graflex			
With B. & L. Tessar Series Ic, f. 4.5—			
3¼x5½ No. 15a Lens.....	136.00	13.60	213.60
5x7 No. 16 Lens.....	164.90	16.49	258.99
Revolving Back Telescopic Graflex			
With B. & L. Tessar Series Ic, f. 4.5—			
3¼x4¼ No. 15 Lens.....	126.82	12.68	199.18
4x5 No. 16 Lens.....	159.46	15.95	250.45
Revolving Back Auto Graflex			
With B. & L. Tessar Series Ic, f. 4.5—			
3¼x4¼ No. 15a Lens.....	146.88	14.69	230.69
4x5 No. 17 Lens.....	209.78	20.98	329.48
Do., with B. & L. Protar, Series VIIa—			
3¼x4¼ No. 10 Lens.....	166.94	16.69	262.19
4x5 No. 13 Lens.....	201.96	20.20	317.20
Press Graflex 5x7			
With B. & L. Tessar Series Ic, f. 4.5 Lens No. 16.....	197.54	19.75	310.25
Home Portrait Graflex			
With B. & L. Tessar Series Ic, f. 4.5 Lens No. 17.....	242.42	24.24	380.74
Do., with B. & L. Tessar Series Ic, f. 4.5 Lens No. 18	280.84	28.08	441.08

GRAPHIC CAMERAS

(1920 Condensed Price List, pages 21 and 22)

Revolving Back Cycle Graphic (including Carrying Case)			
With B. & L. Protar Series VIIa Lens and Volute Shutter—			
4x5 No. 7 Lens.....	\$138.04	\$13.80	\$216.80
5x7 No. 10 Lens.....	163.88	16.39	257.39
6½x8½ No. 13 Lens.....	205.95	20.60	323.47
8x10 No. 17 Lens.....	285.60	28.56	448.56
Speed Graphic			
With B. & L. Tessar Series Ic, f. 4.5—			
3¼x4¼ No. 14 Lens.....	100.47	10.05	157.80
4x5 No. 15 Lens.....	115.80	11.58	181.88
3¼x5½ No. 15a Lens.....	123.42	12.34	193.84
5x7 No. 16 Lens.....	149.26	14.93	234.43

(Continued on next page)

Stereoscopic Graphic 5x7

Net Wholesale Not Including Excise Tax	Excise Tax	Catalogue Price Including Excise Tax
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With matched pair of B. & L. Protar Series V Lenses

No. 2	\$140.08	\$14.01	\$220.01
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PREMO CAMERAS

(1920 Condensed Price List, pages 24 and 25)

Premo No. 12With B. & L. Tessar Series IIb, *f.* 6.3 Lens and Optimo

Shutter	\$58.14	\$5.81	\$91.31
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Do., With B. & L. Tessar Series Ic, <i>f.</i> 4.5 Lens	59.13	5.91	92.86
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Premo No. 10 (including Carrying Case)

With B. & L. Protar Series VIIa Lens No. 8 and

Optimo Shutter	150.36	15.04	236.16
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Effective July 22, 1920

LENSES

(1920 Condensed Price List, pages 53 and 54).

B. & L. TESSAR LENSES**Series Ic *f.* 4.5****B. & L. TESSAR LENSES****Series IIb *f.* 6.3**

	In Barrel		In Barrel
No. 12	\$52.50	No. 3	\$53.00
No. 13	56.50	No. 4	56.50
No. 14	66.00	No. 5	59.50
No. 15	78.50	No. 5K	72.00
No. 15A	94.00	No. 5A	81.50
No. 16	116.00	No. 6	100.00
No. 17	184.50	No. 7	134.50
No. 18	250.00	Dealers' discount 33⅓%	
No. 18A	334.00		
No. 19	325.00 ✓		
No. 20	460.00 ✓		

Dealers' discount 33⅓%

B. & L. CONVERTIBLE PROTAR LENSES**Series VIIa****B. & L. EXTREME WIDE ANGLE LENSES****Series V *f.* 18**

	In Barrel		<i>f.</i> Speed	In Barrel
No. 1	\$39.00	No. 4	6.3	90.00
No. 2	39.00	No. 5	7.0	98.50
No. 3	47.00	No. 6	7.7	111.00
No. 4	58.50	No. 7	6.3	105.00
		No. 8	7.0	117.50
		No. 10	6.3	129.00
		No. 13	6.3	170.00
		No. 17	7.0	273.50

Dealers' discount 33⅓%

Dealers' discount 33⅓%

(Continued on next page)

Effective July 20, 1920

(1920 Condensed Price List, page 104)

KODAPOD \$2.25
Dealers' discount 25%

OPTIPOD \$1.50
Dealers' discount 25%

(1920 Condensed Price List, page 70)

KODAK CANDLE LAMP ... \$.55
Dealers' discount 40%
Do., in lots of 50 or more 50%

**No. 2 EASTMAN DARK
ROOM LAMP** \$1.50
Dealers' discount 33⅓%

(1920 Condensed Price List, page 103)

FLEXO TRIPOD \$1.75
Dealers' discount 25%

(1920 Condensed Price List, page 95)

EASTMAN MASKING BLANKS

4 x 5		\$.75
5 x 7		1.25
6½ x 8½		1.85
8 x 10		2.50
11 x 14		4.40

Dealers' discount 33⅓%

(1920 Condensed Price List, page 95)

BLACK PAPER FOR CUTTING MASKS

11x14, 100 sheets (net)..... \$1.00

(1920 Condensed Price List, page 98)

EXTRA SAFELIGHTS FOR BROWNIE SAFELIGHT LAMP

Circular End Safelight Any series) \$.30
Side Safelight (any series).... .50

Dealers' discount 25%

WRATTEN & WAINWRIGHT SAFELIGHTS

Special sizes, other than listed, will be supplied at an advance of 33⅓% above the price of the next larger size from which they can be cut.

(1920 Condensed Price List, page 43)

HYDROCHINON

1 oz.	can.		\$ 38
¼ lb.	can.		1.30
½ lb.	can.		2.50
1 lb.	can.		4.85
5 lb.	tin.		23.80

Dealers' discount 33⅓%
In 25 lb. lots assorted 40%

(1920 Condensed Price List, page 43).

PYRO CRYSTALS (PERMANENT) Reduction in Price

1 oz.	bottle.		\$.40
¼ lb.	bottle.		1.25
½ lb.	bottle.		2.30
1 lb.	bottle.		4.40

Dealers' discount 33⅓%
In 100 oz. lots assorted 40%

Effective July 29, 1920

(1920 Condensed Price List, page 85)

EASTMAN STEEL ENAMELED DEVELOPING BOXES

	Box without Lid or Cover	Cover	Floating Lid
No. 2	\$ 7.50	\$2.00	\$1.40
No. 2A	8.00	2.75	1.40
No. 3	9.25	2.75	1.40
No. 3A	7.50	2.00	1.40
No. 4	10.00	2.75	1.40

Prices net.

(1920 Condensed Price List, page 99)

MAPLE LEAF TRAYS

3A (shallow)		\$.60
4x 6		1.10
5x 7		1.45
8x 10		2.15
11x14		4.20
14x17		6.65
16x20		8.75
20x24		18.00

Dealers' discount 40%

(1920 Condensed Price List, page 92)

FLASHED OPAL GLASS Reduction in Price

7 x 7		\$1.00
8 x 10		1.15
10 x 10		1.35
10 x 12		1.35
11 x 14		2.25
14 x 14		3.00
14 x 17		3.40

Dealers' discount 25%

(Continued on next page)

Effective July 30, 1920

ACETIC ACID 28% PURE

(1920 Condensed Price List, page 43)

½ lb. bottle.....	\$.22
1 lb. bottle.....	.36
5 lb. bottle.....	1.30
Dealers' discount 33⅓%	

100 lb. carboy, per lb. net.....	13
Carboy, extra and returnable, net	8.50

Effective August 4, 1920

**GLASS STIRRING ROD
THERMOMETERS ..**

(1920 Condensed Price List, page 98)

Each	\$1.25
Dealers' discount 25%	

Effective Aug. 10, 1920

**EASTMAN PROJECTION
PRINTER**

(1920 Condensed Price List, page 26)

The dealers' discount on the Eastman Projection Printer is increased from 'F' 20% to 'G' 25%.

CHANGE IN NAME

Double weight paper and post cards known as Azo "C" will hereafter be designated as Azo "F." This change is made in name only and does not effect Azo "C" single weight.

ADDITION**Eastman Metal Portrait Film ..
Adapters**

To fit 4¼ x 6½ Century Cur- tain Shade Holders, each....	\$1.30
Price net.	

CORRECTIONS

(1920 Condensed Price List, page 28)

The prices for Model K1 Automatic Aero Film Camera, with B. & L. Tessar Lens, Series Ic, f. 4.5 should be:	
Net wholesale price not including Ex- cise Tax	\$ 792.20
Catalogue price including Excise Tax	1,244.22

Fitted with f. 6 Aerial Hawk-Eye Lens, focal length 20 inches, the prices are:—Net wholesale price not including Ex- cise Tax	\$ 850.00
Catalogue price including Excise Tax	1,335.00

The B. & L. Tessar Series Ic Lens supplied is No. 18 and not the No. 10 Lens.

(1920 Condensed Price List, page 19)

Compact Graflex Camera fitted with B. & L. Tessar Lens, Series Ic, f. 4.5. The sizes of cameras should be 3¼ x 5½ and 5 x 7, not 4 x 5.

(1920 Condensed Price List, page 83)

The number of dozens in a case of Royal Dry Plates, 3¼ x 4¼ or 3¼ x 5½ is 30, not 65 and 35 as stated.

(1920 Condensed Price List, page 89)

Under heading Dark Room Lamps, the reference page for Extra Safelights for Wratten and Kodak Safelight Lamps should be 106, not 109.

OMISSIONS

(1920 Condensed Price List, page 48)

AERO CARTRIDGE FILM**For Model K1 Automatic Aero Film
Camera**

Cartridge 9½ in. x 75 ft. for 100 exposures 18 x 24 cm....	\$36.00
Do., 9½ in. x 50 ft. for 70 ex- posures 18 x 24 cm.....	24.50
Do., 9½ in. x 25 ft. for 37 ex- posures 18 x 24 cm.....	13.10
Dealers' discount 20%	

(1920 Condensed Price List, page 68)

The grades and contrasts of Double Weight Azo have been omitted. These are as follows:

Grade A—Carbon (soft and hard).	
Grade AA—Carbon (soft).	
Grade B—Rough (hard).	
Grade E—Semi matte (soft, hard and hard x).	
Grade F—Glossy (soft, hard and hard x).	
Grade H—Smooth, Buff (soft).	
Grade K—Semi-Gloss, White (soft and hard).	

The 1921 Calendars

From the dealer's standpoint, calendars do their bit to help to promote the sales of photographic goods, and they have established themselves as necessary items in the Kodak dealer's stock for the holiday trade.

There is no prettier custom at the holiday season than that of supplementing the other gifts and remembrances with the calendar of the year containing the amateur's own pictures.

The Friendship Calendar offered this year is unusually distinctive in quality and design. It is furnished in one color, olive drab. In addition to the support, or back board, there are two flaps of varying sizes, each forming a mask for a different size print. The lower flap, on which is mounted the calendar, is in a lighter tone and has a linen crash finish. The top flap has a chocolate colored border around the mask and is so scored and cut to permit the viewing of the calendar below. The support and the two flaps are held together by a buff silk cord.

The Friendship Calendar has the appearance of neatness and good

taste and is without question the most attractive calendar we have ever offered.

Heretofore, the assortment of calendars has been so great and so varied that sometimes dealers came to the end of the calendar season with some odds and ends remaining unsold. This year we are offering only two sizes and one design for upright prints, and the dealer is not likely to be left with odd sizes at the end of the season.

We are offering the calendars this month to enable you to get your orders in before it is too late. Every year a number of dealers are disappointed because they did not get their orders in early enough. The hundred price on calendars will prevail regardless of quantity ordered.

FRIENDSHIP CALENDARS FOR UPRIGHT PRINTS ONLY

		Per 100
No. A	for $1\frac{5}{8} \times 2\frac{1}{2}$ or $2\frac{1}{4} \times 3\frac{1}{4}$	\$18.00
No. B	for $2\frac{1}{2} \times 4\frac{1}{4}$ or $3\frac{1}{4} \times 5\frac{1}{2}$	25.00
Discount 40%		

CALENDAR PADS

No.	Color	Size	Per 100
A	India Tint,	1 $\times 1\frac{1}{4}$	\$1.00
B	India Tint,	$1\frac{1}{2} \times 1\frac{7}{8}$	1.00
Discount 25%			

Good Clerks are Made and Not Born

"You don't know where I can get a good clerk, do you?" This might be partly answered, in all seriousness: "Let us have the name of your Kodak clerk. We will send him *The Kodak Salesman* every month. It will help to make him a good clerk—and better yet, a

good salesman."

We add dozens of new addresses to the mailing list every week, indicating that the dealer's sales-associates value *The Kodak Salesman* for what they get out of it.



The Friendship Calendar
1921

Keep Your Sensitized Goods Moving

Years ago we recognized that dealers would sometimes have on hand sensitized products which are too old to deliver safely to customers. We then offered to make an allowance of 40% on such products if returned to us, transportation prepaid, within a certain time and providing the quantity was not, in our judgment, excessive.

While we are usually willing to share the loss with our trade, there

are times when it seems that dealers might have saved themselves any loss at all. The important thing in the handling of sensitized goods is to keep the stock moving. A rule which will almost positively apply and prevent loss, or wastage, is this: *Pile the new stock behind the old stock. Offer the old stock first.* With average judgment in ordering, the dealer will then have a constantly moving stock—and it's only still water that grows stagnant.

Please Remember and Please Follow

We say "please" as if we were asking a favor—but, as a matter of cold fact, it is really not so much to our interest as to yours that these instructions be remembered and followed.

When returning goods by mail—either for repairs or for any other purpose or reason—*please*

Attach a letter of instructions to the outside of the package containing the returned article. Put first class postage on the letter and parcel

post postage on the package.

Then the instructions and the goods arrive together and we can at once proceed to do what you want done.

At this moment there are several packages on our shelves, some of which have been there for weeks—awaiting definite instructions. Some of these came from dealers.

Please comply, and we will all—you, the company, and the customer—be better served.

Make Your Store Photographic Headquarters

There is a department of this company designed, from your viewpoint, to cement the relationship between your customers and your store.

If a customer asks your Kodak clerk a question he can't answer, he can say, "I don't know," or "I'll find out for you." Then he can look in one of our manuals or in *How to Make Good Pictures*. Or he can write the problem down and mail it to the Service Department, Canadian Kodak Co., Limited, Toronto.

It will give him the answer by

return mail—unless it's a tough one requiring new research.

It is in business to help you make your store "Photographic Headquarters." The store that gives service—even though it doesn't cost money, but only thought and interest on some one's part—is going to become "Headquarters" for everything it sells.

Our Service Department is here to help you render service. And our service is free.

See August issue of the Kodak Salesman, page 11.

Time 20 Seconds; Profit 37½c.

"Have you seen this?"

"No, what is it for?"

"It's to hold your camera when you take a time exposure. A fence, a branch of a tree, the side of your automobile, the handle bar of your bicycle, the back of a chair—it clamps to any substantial object not over an inch thick."

"I could use that. Frequently I lose pictures when the light is not good, because there is no place to stand the camera for a time exposure."

"It is called the Optipod. It is really a practical tripod for casual use."

"I'll take it. How much is it?"

"\$1.50. Thank you. You'll find it very useful."

Whenever this conversation takes place in your store between your salesman and a customer, the chances favor a sale of the Optipod.

Now is the time to sell Kodak accessories.

Show the Kodak Self-Timer, Portrait Attachments, Sky Filters, the Kodapod, Tripods, Film Negative Albums, Print Albums, and Carrying Cases.

They'll move if you start them and your profit comes from motion. A new show card will be sent you shortly featuring the Optipod and the Kodak Self-Timer. This will speed up sales motion.

For profit—display the advertising and show the goods.

AN AID TO THE MAN BEHIND THE COUNTER

The Kodak Salesman for August contains:

How to make good with the Boss.

For the Good of the Service.

Two good window displays.

Some Autographic arguments.

Window cards with local color.

The Why of the Anastigmat and the Kodak Anastigmat in particular. Concluding article.

How KODAKERY Works For You Without Pay

Strange as it may seem, there is a dealer who forgets to fill out the *Kodakery* coupon when he sells a Kodak, a Brownie, or a Premo.

Little is lost if the customer is already intensely interested in photography. But if he is just an average customer, the chances favor his remaining an average customer instead of becoming an exceptionally active purchaser of photographic goods.

Kodakery's purpose is to increase and improve the practice of photography.

Disregarding entirely the fifty advertisements it has contained in the last six months—advertising your goods—let's see what its articles have done to help increase your sales.

You can classify its articles into four general groups:

1. Descriptions of Kodak accessories and supplies in use;
2. Suggestions for novel and interesting pictures;
3. Instructions on the manipulation of apparatus and materials;
4. Explanation of photographic processes, etc.

Looking back through the issues from March to August, you will find the following which point out to your customers reading *Kodakery* the usefulness of Kodak accessories and supplies:

The Kodak Self-Timer as sole companion on the trail. (March)

When to use filters in photographing snow scenes. (April)

Appliances needed for duplicating prints exactly. (April)

Advantages of Pyro Developer. (May)

How the photographer can be in the group picture, too. (Aug.)

You will also find thirteen articles suggesting novel and in-

teresting pictures such as these:

Photographing the shore ice. (March)

Photographing by moonlight. (March)

Making Kodak Portraits in Bay Windows. (April)

Making a Kodak biography of a child. (April)

The way to secure night effects in daylight pictures. (April)

Photographing land and seascapes and statuary. (May)

Catching a hawk with a Graflex. (May)

Taking Kodak Portraits at home by flashlight. (May)

Taking outdoor pictures by electric light. (June)

Devices employed in photographing birds. (June)

The way to make outdoor silhouettes. (July)

Moonlight effects made by sunlight. (August)

How to make pictures of cut flowers. (August)

Besides these articles, all fully illustrated, you will see dozens of examples of good photography—pictures of children, indoor and outdoor scenes—all the various subjects which lend themselves to attractive pictures.

Under the heading of "How to" articles, you will note the following:

An easy method of embossing prints. (March)

How to get, on the print, the clouds in the negative. (April)

How to use the Kodak Portrait Attachment. (April)

How to make sepia prints on Velox paper. (April)

Making pleasing prints from underexposed negatives. (April)

The importance of the camera manual. (May)

Making large pictures from small negatives. (May)

How—and how not—to clean a lens. (May)

Oil, the photographic shutter's worst enemy. (May)

How, and why, to intensify negatives with Pyro. (June)

Why the lens must be shaded from the sun. (June)

What exposures to give for outdoor subjects with single and double lenses. (July)

The meaning of the date on the film. (July)

How to adjust a small focusing camera for use as "fixed focus." (July)

Caution to order film by its number. (August)

And, not satisfied with supplying all this information, to make the amateur a better customer, the editor adds for good measure these articles, explaining the science of photography, in theory or in application:

Results obtained by lenses of different focal length. (March)

The uses of the X-Ray and the X-Ray System. (June)

How Pyro is obtained—from tree to tank powder. (June)

Why two chemical agents are used in tank powders. (July)

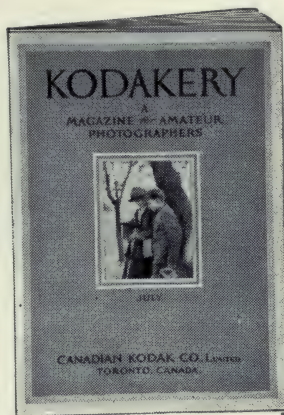
Relation between shutter speed and lens stop. (July)

Difference between under-exposure and under-development. (July)

After this evidence, it is clear that when you or your salesman put a name on the *Kodakery* coupon it means that you are drawing on our treasury for funds to increase your business. If you get the *Kodakery* signature every time a camera sale is made, we will circularize your customers twelve times a year.

And if an old customer's subscription has expired, and you get a new subscription at sixty cents a year, there's thirty cents profit for you directly, and far more profit in the fostering of a more comprehensive knowledge of photography.

Remember—we pay the bills, but *Kodakery* is *your* magazine.



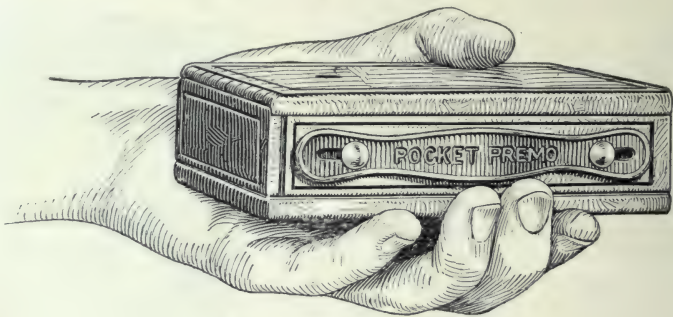
Real Co-operation exists between this Store and the Kodak Company

HERE'S AN EXAMPLE

WHEN you buy a Kodak, Brownie, Premo or Graflex camera, we will send your name on to Toronto and you will receive free, for one year, *Kodakery*, a monthly publication issued by the Canadian Kodak Company, Limited. *Kodakery* is a real magazine, generously illustrated and alive with readable articles on amateur picture-making. It regularly sells for sixty cents a year.

**Kodaks from \$11.21 up
Brownie Cameras \$3.10 up**

[YOUR NAME AND ADDRESS HERE]



Ready—on the instant
The Pocket Premo

Snap into exact focus, every time, as the front board drops.

The pictures it makes are $2\frac{1}{4} \times 3\frac{1}{4}$; the picture of it, above, shows its extreme compactness.

Loads with 12 Exposure Premo Film Packs—"Just drop in a pack." Eastman-made film, of course.

Has Kodak ball bearing shutter, meniscus achromatic lens, seal grain leather covering (real leather). Refined finish throughout. Price, \$14.95.

We have them in stock

RICHARD ROE & CO.,
101 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 5

TORONTO, CANADA

September, 1920

The Fundamentals of Photography

This new book, written by the director of the laboratory of the Eastman Kodak Company, is for the general public. Despite the suggestion of heaviness in its title, it is written in a popular vein and while we don't expect it to interest the unthinking, it will be eagerly read by all photographers who feel a curiosity as to the scientific foundations of their art.

The price is \$1.25, dealers' discount 33⅓%.

The table of contents is as follows:

- 1 *The beginnings of photography.* Recording the course of photography from before the day when the sitter had to sit fixed for ten minutes in bright sunlight down to this day when an exposure can be made in one-millionth of a second.
- 2 *Light and vision.* A comparison between the eye and the camera, showing how the eye and the camera look at things,

seeing all objects inverted; an understandable explanation of light waves and of color separation.

- 3 *About lenses.* In substance, a reprint of the booklet bearing that title, showing the differences in lenses. Treats of focal length, the cause of distorted images, the use of lens openings, depth of focus, etc.
- 4 *The light sensitive materials used in photography.* Illustrates the reason for the selection of certain chemicals and the method by which they are combined to form sensitized photographic film and papers.
- 5 *Development.* Takes the developer apart and points out why each element is necessary and how the process acts, step by step.
- 6 *Structure of the developed image.* Dealing with the peculiarities of gelatine and the pro-

- gress of development of the different layers of silver grains from the top to the bottom of the emulsion.
- 7 *The reproduction of light and shade in photography.* Discusses means of measuring the brightness of objects and of securing proper contrast; and also the theory of under, correct and over-exposure.
 - 8 *Printing.* Gives the theory of what takes place physically under the action of light and then what happens in the developer.
 - 9 *The finishing of the negative.* Tells how to improve an incorrectly exposed negative by means of reduction or intensification.
 - 10 *Halation.* Shows what creates the blurring of the negative around bright lights—and the remedy.
 - 11 *Orthochromatic photography.* Establishes the theory of reproducing colors by means of special plates and filters to approximate the brightness of colors in shades of black and white.



The New Show Cards

New card signs and pictures for window and store display were distributed recently and if your opinion of them agrees with ours, before this the public have seen some of them in the window.

They're rather late it is true, chiefly because it has been so difficult to obtain the amount of card stock needed for the large number of signs required to supply all Kodak Dealers throughout the Dominion from coast to coast.

For this reason the show cards are not so numerous as on some occasions in the past, but the standard of quality has undoubtedly been maintained. They are forceful and dignified enough to sustain and advance your store's reputation for quality and persuasive enough

to bring customers into the store.

They not only advertise the idea of adding to every day's pleasures with a Kodak, but also the accessories that go to make the Kodak purchaser a regular customer, the Optipod, the Kodak Self-Timer, the Kodak Tank, Kodak Film and Velox Paper. There's a Graflex Card too.

Your sales people will find the new Velox Folder particularly useful for inside the attractive linen cover of this Folder are Kodak pictures which illustrate the three most popular grades of Velox Paper and at the same time show the different sizes of pictures made with the various Kodaks. The Folder also makes an effective centrepiece for a Kodak window.



Changes in Price

Since the August Trade Circular was issued, the following changes in price have been made. Kindly have the entries made at once in your Condensed Price List. Prompt attention to this detail will save you both time and money.

ADVANCE

Effective August 17, 1920.

BLOTTING PAPER.

(1920 Condensed Price List, page 88).

Roll 20 in. x 10 ft.....	\$0.55
Roll 24 in. x 10 ft.....	.75
Sheets 20 x 24, per doz.....	1.10

Dealers' Discount 25%

DRYER ROLLS.

FOR MAJESTIC PRINT DRYERS.

(1920 Condensed Price List, page 96).

No. 1.....	\$5.00
No. 2.....	4.50
No. 3.....	4.25

Dealers' Discount 25%

MUSLIN FACED BLOTTERS

(1920 Condensed Price List, page 96).

For use with Dryer Rolls, Nos.

1 and 2..... \$3.25

For use with Dryer Roll, No.

3..... 2.50

Dealers' Discount 25%

EASTMAN PORTABLE BACK-GROUND.

(1920 Condensed Price List, page 88).

Plain white, black or grey, size

4 x 5 ft..... \$6.50

Dealers' Discount 25%

ADVANCE

Effective August 20, 1920.

RUBBER TUBING

(1920 Condensed Price List, page 29).

Rubber tubing, red or black,

per foot..... \$0.13

Dealers' Discount 25%

ADVANCE

Effective August 24, 1920.

VELOX LIQUID HARDENER

(1920 Condensed Price List, page 44).

4 oz. bottle..... \$0.25

8 oz bottle..... .35

Dealers' Discount 30%

Do., in dozen lots of one size, 35%

Do., in case lots of 48 8 oz., or 96 4 oz.

bottles 40%

½ gal. bottle..... \$ 1.35

5 gal. jug..... 11.75

Dealers' Discount 25%

GROUND GLASS SUBSTITUTE

(1920 Condensed Price List, page 44).

4 oz. bottle..... \$0.60

Dealers' Discount 33⅓%

SODIUM BISULPHITE.

(1920 Condensed Price List, page 44).

1 oz. bottle..... \$0.16

¼ lb. bottle..... .27

½ lb. bottle..... .35

1 lb. bottle..... .60

Dealers' Discount 33⅓%

W. & W. FILTERS IN A GLASS (FLATS).

(1920 Condensed Price List, page 106)

Size	K1, K2 or K3 each	Tricolor Set or Set of K1, K2 and K3	Set of four Tricolor and K3
2 in. cir. or sq.	\$12.75	\$39.00	\$52.50
2½ in. cir. or sq.	18.00	54.00	72.00
2¾ in. cir. or sq.	21.00	63.00	84.00
3 in. cir. or sq.	25.50	76.50	102.00
3¼ in. cir. or sq.	28.00	84.00	112.50
3½ in. cir. or sq.	31.50	94.50	127.50
4 in. cir. or sq.	39.00	117.00	157.50
4½ in. cir. or sq.	45.00	135.00	180.00
5 in. cir. or sq.	60.00	180.00	240.00

Dealers' Discount 15%

ADVANCE

Effective August 31, 1920.

KODAK MAGNESIUM RIBBON HOLDERS

(1920 Condensed Price List, page 91).

Kodak Magnesium Ribbon

Holders, each..... \$0.35

Dealers' Discount 33⅓%

Do., in lots of one dozen, 40%

REDUCTION.

Effective September 4, 1920.

MODEL K1 AERO FILM CAMERA
(1920 Condensed Price List, page 28).Model K1 Automatic Aero
Film Camera, fitted with
No. 18 B. & L. Tessar
series Ic., f. 4.5 Lens.Net Wholesale Price, not
including Excise Tax.... \$ 714.00

Excise Tax 71.40

Catalogue Price including
Excise Tax 1,121.40Do., fitted with f. 6 Aerial
Hawk Eye Lens, focal
length 20 in.Net Wholesale Price, not
including Excise Tax.... 782.00

Excise Tax 78.20

Catalogue Price including
Excise Tax 1,228.20**ADVANCE.**

Effective September 13, 1920.

POST CARDS.

(1920 Condensed Price List, page 80).

Package of 500 cards.

Velox \$9.50

Solio 5.75

Azo 5.75

P.M.C. Bromide 8.00

Artura 6.75

BROWNIE POST CARDS.

Package of 500 cards.

Velox \$7.00

Solio 4.75

DOUBLE POST CARDS.

Package of 500 cards.

Velox \$19.00

Solio 11.50

Azo 11.50

Trade discounts unchanged.

NEW GOODS.

Publication entitled

**THE FUNDAMENTALS OF
PHOTOGRAPHY.**

(1920 Condensed Price List, page 89).

List price \$1.25

Dealers' Discount 33⅓%.

Correction

The discount sheet of the 1920 Dealers' Condensed Price List does not include a special discount for Kodak Magnesium Ribbon Holders. In lots of one dozen the discount on these Holders is 40%. Please correct the discount sheet of your price list accordingly.

An Error

Please excuse a typographical error which occurred on page 3 of the August Trade Circular. Prices extended for B. & L. Tessar Lenses, Series Ic. f. 4.5 should have been:

No. 19	\$406.50
No. 20	575.00

*A booklet with a story
of interest to everyone in
any rural community.*

**THE KODAK
ON THE FARM**

*Every rural home should
have one.*

*Circularize your district
now, when a bumper crop
is being harvested.*

*Supplied with Dealer's
imprint—free.*

*How many will be
required?*

A Free Course in Finishing

This week in the Educational Department of the Eastman Kodak Co., there is a successful Kodak Dealer from one of the largest American cities. He is going to school again and finds the study of developing, printing, enlarging and the handling of sensitized photographic products more interesting than learning the three R's.

By doing he is learning and when the week's course is over this dealer will go back home knowing what to expect from the finisher who handles his amateur work.

Summer and winter the course draws students from all over the United States and Canada. Most of them are the employees of Kodak Dealers but there are many dealers too.

Each student who enrolls receives individual instruction according to his needs and the course embraces as much instruction as he requires. The aim is to give a thorough understanding of amateur finishing. If the student wants some instruction in the retail selling of Kodaks and supplies he will get that too.

No charge is made for the instruction or for any of the materials used during the course.

The course, though not given in Toronto, but conducted by the Eastman Kodak Co., at Rochester, N.Y., is available to accredited Canadian Dealers and their clerks.

The student may remain for a few days or a week or longer.

Application form and further particulars on request.

At Your Service

The dictionary says that "Service" means "to employ one's self in the interest of another."

The definition of Service in business ought to have these six words tacked on—"for the benefit of one's self."

Service is not a charity. It is nothing but *good business*.

Though our Service Department may not exist for an altruistic reason, it actually works only in the interest of Kodak dealers and their customers. It answers any answerable question concerning

photography—from the theory of light to telling what is wrong with a print.

If it is *theory*—the Eastman Laboratory has the answer. If it's *practice*, one or another of the many other departments of the company has it. In any event a letter addressed to the Service Department, Canadian Kodak Co., Limited, Toronto, will probably solve your problem. Our Service Department is at your service, gratis—and the men in it like their work! Don't hesitate to command their services.

Don't overlook the leading article in the Kodak Salesman for September. "Your Cue" is the title. Read it, then ask your salespeople if they have read it too.

Misnomers

The words "agent" and "agency" each signify a definite legal relationship, which is not the relation that exists between this company and its dealers.

We have no agents to retail our goods, so that it is inaccurate and undesirable for a dealer to describe himself as a "Kodak Agent" or to describe his store as a "Kodak Agency." From time to time we notice such phrases on letterheads or other printed matter, and in every case we point out that the implied relationship is not accurate in point of fact.

We know that the language of business often lacks definiteness,

and that many other lines of goods are sold on an agency plan. We believe that the inaccuracies cited are due to these conditions, but obviously it is not good policy for us or for our customers to make use of such terms in a connection to which they are not applicable.

We repeat that we do not appoint agents to sell our goods, but do sell them outright, subject to certain conditions of re-sale, therefore no dealer can accurately describe himself as a "Kodak Agent" or his store as a "Kodak Agency."

Misapprehension should always be cleared up, and it is to this end that we point out the facts as above.



Specializing

The average amateur often wants advice and the store that can give it to him "right off the reel," correctly and to the point, is the one that will keep his trade. And it stands to reason that the better results he can produce, the more money he will spend.

Naturally you, as the proprietor, cannot devote all your time to any one department of your business, but it will pay you to become thoroughly familiar in a practical way with the different instruments and processes by using a Kodak yourself at every opportunity.

One good live clerk who can specialize on your Kodak Department will pay good dividends. He should be encouraged to become in all ways

familiar with the line. Allow him to use a camera during his spare moments and to make exposures, develop and print at every opportunity and so become an enthusiastic booster and salesman.

If he already possesses a good knowledge of picture making, so much the better, but in any event encourage him in every way to become both well posted and proficient.

This is the mission of the "Kodak Salesman" so be sure that the name of your clerk who is the Kodak specialist is on our mailing list to receive the *Salesman* each month. It will keep him thoroughly posted on the Kodak line and maintain his interest and enthusiasm.



Thirty cents for You
and
Thirty cents for Us

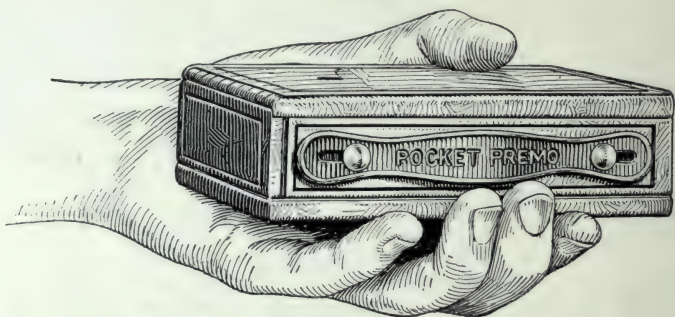
We send *Kodakery* free for twelve months to those purchasers of our amateur cameras who fill out the coupon in the manual.

But there are thousands of old camera users who pay us 60 cents a year for it.

Your old customers will do it too.

The subscription rate—to those not entitled to it free—is 60 cents a year. Dealers' discount—50%.

Every subscription increases your business for cameras and photographic supplies.



Hardly a handful
The Pocket Premo

A companionable camera—and a capable one. Snaps into focus as the front board drops—ready for business on the instant.

Makes pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches in size.

Loads with 12 exposure Premo Film Packs—Eastman-made film. It's the easiest loading camera made. "Just drop in a pack."

Has Kodak ball-bearing shutter, meniscus achromatic lens, real leather covering. Excellent finish.

The price is \$14.95.

We have them in stock.

RICHARD ROE & CO.

101 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 6

TORONTO, CANADA

October, 1920

Order by Number

When a business that is small to start with grows into tremendous proportions, a system that worked well with the small business may not be well fitted to the big business.

Calling the two degrees of contrast in which Azo was first made, "Soft" and "Hard," caused no confusion. But in giving better service later on, there came the Hard X, and also added surfaces, until the Azo problem has become a really complex one. And we propose to simplify it by means of new labels and new designations. It is going to be better, a lot better, for everybody when the change is completed, and the change is going to be easy if the trade will bear in mind that we can't make it all in one day. For a time there may be three kinds of labels on the market, and all of them on perfectly fresh paper.

The important change in our labels is the use of the numerals "2," "3," and "4" in place of the old designations "Soft," "Hard," and "Hard X."

We can't get this system at work all at once—and this is why: It will take over two thousand different kinds of labels to provide for all the different weights, surfaces, degrees of contrast and number of sheets per package!

Eventually we are going to have a brand new label for every kind of an Azo package, but meantime, while we are getting into the swing of it, we are going to begin the use of numbers, by putting on an extra sticker *showing the new numeral designation*; for instance, a green "No. 2" sticker, on the labels with paper now labeled Soft. A little later this same designation will be all incorporated in a new label.

What we want to make clear is that during this transition period, which will necessarily last for several weeks, or even months, *An Old Label Does Not Mean Old Paper.*

There are fresh stocks in our factory and on the dealers' shelves. Certain sizes and certain surfaces and certain degrees of contrast sell

more rapidly than certain others. On the way from factory to developing tray these will pass each other. The demand is different in different localities. With a product that sells as Azo sells, making a change on 2,000 different packages, with thousands of some kinds per week against a very few per week of some other kinds, the change will not be easy—for us. For everybody it will be an advantage as soon as it is working.

Azo papers will be designated for contrast as follows:

No. 2—GREEN sticker. (Formerly labeled SOFT). For average negatives.

No. 3—YELLOW sticker. (Formerly labeled HARD). For flat negatives.

No. 4—BLUE sticker. (Formerly labeled HARD X). For extremely flat negatives.

New List of Contrasts

Both the increased number of contrasts and the new labeling method are for improved service. They are to help the photographer in the selection of a paper to fit his negative.

Temporarily there will, of necessity, be a lack of uniformity in the labels. For a time extra stickers giving the designation of the degrees of contrast by numbers will appear on many of the packages, but these packages will also bear the old designations "Soft," "Hard," etc. Thus we shall familiarize the trade with the improved system.

The tremendous number of packages—over 2,000 different packages—makes the job a big one. But it is worth while, and we have taken the bull by the horns. Don't be disturbed by the variety of labels. Simply use, in your orders, the numerals instead of the old terms to indicate the degree of contrast required.

Order Azo by Number

Order by number for contrast, naming by letter and weight, the particular grade and surface of paper desired.

Single Weight			Double Weight		
Degrees of Contrast			Degrees of Contrast		
No. 2	No. 3	No. 4	No. 2	No. 3	No. 4
		Carbon.....	A		
		Carbon.....	AA		
		Rough.....	B		
C	C	C.....Glossy (Pense).....			
E	E	E.....Semi-matte.....	E	E	E
F	F	F.....Glossy.....	F	F	F
		Smooth Buff.....	H		
K	K	K.....Semi-gloss.....	K	K	

AZO POST CARDS

.....Carbon.....	A		
.....Semi-matte.....	E	E	E
.....Glossy.....	F	F	F
.....Semi-gloss.....	K	K	

How Many Winter Books will You Require?

These advance proofs of the covers of the Kodak and Premo Winter Books are printed here as a reminder to you to order your supply for the early winter and Christmas trade. As usual, they are furnished free of charge in any reasonable quantity—with the dealer's name imprinted on the back. Mailed out or distributed over the counter to your customers during November or early in December, these miniature catalogues will get business. Let us know how many you will require.



Amateur Calendars for 1921

A good description of the Amateur Calendars for 1921 would be "A Christmas and New Year's Greeting that is personal but inexpensive to the customer, and makes a profit for the dealer on itself as well as on other goods he sells."

The customer must have prints to accompany the calendar—such prints usually mean the sale of film and paper and service with a profit on each for the dealer, and there's a liberal profit on the calendars.

All the details were given in the Trade Circular for August.

Stock Location and Arrangement

Have you ever noticed that while customers as a rule are willing to travel all over the store for necessary articles, they will not always (particularly the men) do so for things pertaining to any recreation or for what they may term luxuries?

The student in psychology could no doubt give a reason for this, but the dealer who handles photographic supplies is not so much concerned with the reason as with the fact that this peculiarity of many purchasers makes the seemingly unimportant matter of stock location one that must be given careful thought.

There are several good reasons why Kodak goods should be located and displayed well forward in the store.

If this is done customers entering the store for other goods must pass the Kodak counter twice, thus affording a double opportunity to interest them in picture making.

In the same way transient customers, already Kodakers, will come to know where they can conveniently obtain the photographic supplies that they regularly use.

Then too, persons entering the store with a friend or customers momentarily unoccupied while waiting for the clerk, who is busy, will usually be found at the front of the store and will become interested in the Kodak pictures or handsome instruments in the display case.

The arrangement of stock is no less important than location. Kodaks and Kodak supplies should be kept distinctly separate from other stock. Even if but part of one section of shelving or part of a single display case is available, it is best to draw the line sharply and not permit any encroachment by other goods on the space allotted to the photographic display.

Mixing up goods conveys an impression that the stock is weak and incomplete, which will materially retard the growth of business.

Remember that customers are not familiar with all the various little helps in the photographic sundry line and that they never will become familiar with many of them if they are packed away on a shelf or in a drawer out of sight. Such goods should be prominently displayed and a casual "What is that for?" will lead to many a sale.

The location and arrangement of stock is more vitally important during the Christmas purchasing season than at any other time, because the visits of regular customers are more frequent then and casual customers more numerous.

Everyone of these customers has a Christmas problem to solve, and if the photographic display is well located and prominent, the chances are that the attractive display cards, Kodak prints and enlargements will suggest a solution of the problem.

Kodak Magnesium Ribbon Holder

These Holders are most useful in printing from the hard, dense negatives which are all but impenetrable to the regular printing light. Such negatives are to be met with more or less frequently, and the effort to print them by the light used for negatives of average quality is more often than not the cause of a considerable waste of time and material. Light from a small piece of Magnesium Ribbon will quickly penetrate the thickest of these hard printers and greatly economize time as well as avoid a waste of material.

Tell your customers. They appreciate these little tips, and there's good profit in the sale of such sundries.

The Holder comprises at once a compact magazine for the Magnesium Ribbon, a convenient Holder for burning it and a ready means of measuring definite lengths of the Ribbon. Each Holder contains ribbon for 300 or more exposures.

Kodak Magnesium Ribbon Holders, each	\$0.35
Alcohol Lamps, to use with Kodak Magnesium Ribbon Holder, each	.35
Dealers' Discount 33 $\frac{1}{3}$ %	

Prices Subject to Change

We hope that manufacturing conditions will soon adjust themselves so that deliveries may be made promptly enough to keep pace with the fluctuating prices made necessary by market conditions.

Until such conditions become more normal, it should be remembered that orders can only be ac-

cepted as subject to the prices prevailing on the dates on which we are in a position to make delivery.

This also applies to orders for future delivery.

Conditions beyond our control govern all prices. These, therefore, must be held subject to change at any time.

Film Pack Developing Hanger

With Photo Finishing Departments employing the vertical tank system, the Premo Film Pack Developing Hanger has been deservedly popular. Dealers who conduct finishing departments will appreciate the new features that have been embodied in the improved model of this Hanger that is now ready for the market.

The improved Hanger has twelve film clips of new design that provide greater rapidity and security in

attaching the film. The construction also provides against the clips becoming inoperative through the chemical action of the developing solutions. The order number may be written in pencil upon a white Kodaloid Tablet removably attached to the Hanger Top.

PRICE

(1920 Condensed Price List, page 89)	
Premo Film Pack Developing Hangers, each	\$2.00
Dealers' Discount 25%	

Keep Them in Stock



Pocket Premo sales are steadily increasing.

Extensive magazine publicity and appreciation of the attractive features possessed by this neat little camera have created the demand.

Are you getting your share of this Premo business?

Advertising and aroused public interest alone will not lead to a sale. You must have the Pocket

Premo in stock and be ready to demonstrate its picture-making simplicity.

Place one in your customer's hand. Let him FEEL how small it is for a camera making $2\frac{1}{4} \times 3\frac{1}{4}$ pictures. Show him how the lens snaps automatically and instantly into focus without adjustment. Load it with a dummy Premo Film Pack and prove the advantages and simplicity of making pictures the Premo way. The list price is \$14.95. There will be good profit, and the usual satisfaction in making a quick sale.

It has been difficult to satisfy the demand for almost every model of Premo cameras, but we now have Pocket Premos *in stock* ready to fill your order.

We shall be glad to help you by supplying, without charge, suggestions for Pocket Premo advertisements and cuts for use in your local papers.

Stock Pocket Premos and Premo Film Packs—feature them—and they will bring you good business.

Now is the Time to Feature

- | | |
|----------------------|--------------|
| —Albums | —Velox Paper |
| —Enlargements | —Kodaks |
| —Amateur Printers | —Brownies |
| —Water Color Outfits | —Premos |
| —Mounting Tissue | —Graflex |

"If It isn't an Eastman, It isn't a Kodak"

"The dealer across the street is selling non-Eastman cameras which, in conversation, he calls Kodaks, though of course he doesn't put such statements into print because he knows the Eastman company owns the name Kodak, and he could be held responsible. How am I to meet such arguments?"

We get inquiries like this from a Kodak dealer once in a while.

Some dealers feel that by emphasizing the name "EASTMAN Kodaks" on their letterheads and in advertisements, they circumvent the dealer in other goods who is trying to trade on the Kodak reputation.

We think that is poor policy because the use of the name "Eastman Kodaks" suggests to the public that there are other Kodaks than Eastman's, while as a matter of fact there are no other Kodaks.

We recommend that the name Kodak alone be used, accompanied by the phrase, "If it isn't an Eastman, it isn't a Kodak."

This draws the public's attention

to the fact in a polite way, and it does not give your competitor any recognition. Its use acts as a warning to him that the public knows the truth and this knowledge is the best preventive you can employ.

In our 1921 Kodak Catalogue, we shall place this line—"If it isn't an Eastman, it isn't a Kodak"—under the illustration of every Kodak.

During the early part of this year we spent a lot of money for "trade-mark advertising," telling the public what "Kodak" means, so there is constantly a better understanding.

At the present time we prefer to use our advertising space to point out the pleasures of amateur photography.

When the Camera Works, with their large additions of space and of workmen, once catch up with the back orders, as they hope to do before long, we can again feature particular models of Kodaks which only Kodak dealers have in stock. This kind of advertising will do much to protect you against unfair competition.

They Prefer to be Kept Moving

Sensitized photographic goods have a natural dislike for dampness. Another of their distinguishing characteristics is restlessness. They hate to stand still.

If you keep your supply *dry* and *keep it moving* so that stale stock does not accumulate on your shelves—you'll not have occasion to charge your profit and loss account with loss due to outdated or de-sensitized goods.

Once in a while a man sends us negatives from which pictures have

been produced after they have remained unexposed for years. But that is more by luck than management, and we caution against the sale of old stock. Consult us if you have old goods on hand. In most cases, we prefer to share the loss with our trade.

But the real remedy is "*Don't have old stock.*" Order reasonable quantities and keep the stock moving from package to shelf and shelf to customer.



Let KODAK sell your Livestock

You know cattle and horses and sheep and hogs. You know the pose that will bring out their strong points. The rest is easy. Kodak has so simplified photography that anybody can make good pictures and it's less expensive than you think.

Kodaks from \$11.21 up—they are all *Autographic*—an invaluable feature for pictures of livestock—the date and title are often so important.

RICHARD ROE & CO.,
101 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 7

TORONTO, CANADA

November, 1920

Two Ways of Losing Money

Bang!—and prices came down.

But previously—bang!—and prices went up. In some cases a premature explosion.

Kodak prices were the last to go up, and for the most part, they went up the least, and they will, therefore, be the last—but, of course, we can't tell—exactly.

If photographic goods had gone up like sugar and shoes and salads—or even like some of the materials that enter into them (meaning entering into photographic goods, not salads)—say, silver and cotton and gelatine—they might be expected to descend like those old 24th of May skyrockets that used to lose their sense of direction at an altitude of about one hundred feet, and with a horrible sizzling, plunge earthward to the terrible consternation of mother and Aunt Emma, until kerplunk, they, ostrich-like, buried their heads in the tomato patch.

But photographic goods did nothing of the kind. They ascended in a gentle curve—never attaining the perpendicular. Sugar is said to be down; it is still three times the pre-war price.

Cotton is said to be down; it is still three times the pre-war price. Silver is said to be down; it is still nearly double the pre-war price.

Photographic prices have not acted as other prices have in the past; it isn't reasonable to expect them to tag after them now.

But suppose, after a time, they do come down—say, part way down, to the former level!

There are two ways of losing money on a falling market. Yes—you are right. You have thought of the first way—but we have never intentionally overstocked a dealer yet. Why should we? A dealer with a real grievance against us isn't going to help our business—not next year and the year after.

But there is another way of losing money on a falling market. It is *not having the goods*. And it is not only a sure way but a mighty serious way. It is a particularly serious way if a camera sale is lost, because that means the loss of subsequent film sales and paper sales and ———. In *every line of business*, people have

had trouble by "not having the goods" during the last three or four years, simply because the manufacturers could not turn them out fast enough. Perhaps the elimination of that trouble will furnish the silver lining to the cloud of descending prices—if descending prices can be con-

sidered a cloud.

No man ever got rich sitting up nights trying to figure out how not to lose money. And there is only one way of making money in retail merchandising—having the goods to show and to sell, giving service, keeping the customers coming.

Kodak Snapshot Frames

For the sitting room, library or den, there is nothing more attractive than a Velox print or Kodak enlargement framed with the Kodak Snapshot Frame.

Framing could not be made more simple. Each frame is supplied with glass, back and hanger. The three or four brads which hold the glass and back in place are removed. The photographic print or enlargement is then placed between the glass and back, the brads being reinserted to hold both in place. Then for hanging, a gummed sticker with which each frame is supplied is attached.

They are substantially made of ½-inch wood moulding with corners well mitered and securely joined. The finish is a brownish

mission of a neutral tone that will go well with either black and white or sepia tone prints—just the thing for the drug, optical or jewellery store which does not ordinarily handle anything in the picture frame line.

Place a print in one of these frames and set it up on the counter, so that the customer, when she comes for her order of prints or enlargements, will see it and remark "What a nice little frame," paving the way for a sale on which there can be a good margin of profit for you.

Prices on page 92 of the Dealer's Condensed Price List are net, the establishment of retail selling prices being left to your discretion.

The Art of Selling Kodaks and Supplies

Is the same salesman at your Kodak counter to-day who was there last year?

If not, has the present clerk or department manager a thorough understanding of the art of selling photographic goods?

We publish a booklet on Selling Kodaks and Supplies, which contains the crystallized experience of many years and many men.

Your experienced salespeople may get only two or three pointers from it; your apprentices in selling the Kodak line, even though they are steeped in the wisdom of general retail selling, will find it a simple, elementary, understandable primer on photographic processes and an outline of sales principles applicable to this line.

We will mail copies on request.

The New Show Cards

About the time that you receive this circular, a parcel, containing six new advertising cards for window display during the holiday season and winter months, will be forwarded from Toronto by mail. Be on the lookout for this package and get the cards working as soon as they arrive.

They will advertise for you not only the Kodak idea but certain of the accessories which make the Kodak purchaser an enthusiastic photographer and regular customer.

No one branch of the Kodak family is so well adapted for boosting to the Christmas gift purchaser as the Junior line. There are fourteen different models of Kodak Juniors, affording an excellent choice for either children or grown-ups, at prices that will suit any purse.

For this reason the Kodak Juniors will be extensively adver-

tised as Christmas gifts and among the new cards is one that will enable you to connect up with and cash in on this advertising. The card, which is printed in four colors, displays a Kodak Junior in a holly wreath mounting and suggests this Kodak as a solution of the difficult Christmas problem.

Unlike the case of many articles that are excellent as Christmas gifts, the sale of a Kodak does not mean the beginning and end of your relations with the purchaser. Each camera sold increases the sales of film and other photographic supplies and accessories on which there is a good margin of profit for you.

Advertise Kodaks as Christmas gifts and display your Kodak goods prominently during Christmas purchasing season. Doing so you *build for future profit*.

The Kodak Winter Booklet

This is now ready for distribution and if your order has not already been sent, better send it along at once so that the booklets will reach you in time for distribution before Christmas.

The supply is limited too, so it's

going to be a case of—"first come, first served," but while they last you may have any reasonable quantity with your imprint on the back cover, *free* of charge.

There's a Premo Booklet too.

How many please?

P.M.C. Contrast Bromide

Owing to the general demand for a more contrasty Bromide Paper, we have decided to put out a Contrast brand in the following P.M.C. Papers:

No. 2, No. 3, No. 8.

The list price of No. 2 and No. 3 will be the same as P.M.C. Bromide, Single Weight.

The list price of No. 8 will be the same as P.M.C. Bromide, Double Weight.

Discount 30%

The Kodak Christmas Story

There are about two million families in Canada. Some of them are not prospective purchasers of cameras, but those who have the education and the means to read high-grade magazines are actively in the market for Kodaks, photographic equipment and supplies.

People have different reading tastes, some prefer humor, others are more interested in scientific matters. Some read current history, others stories of business success. To some a page of recipes is engrossing, to others a new dress pattern.

Every conceivable reading hobby, from the Movie to the Farm, is covered by the magazines that will be used in December, in full page space, to help you sell Kodaks and Brownies and Premos. Below is the list. You will see at a glance that they all have a wide circulation in Canada and that they cover the buying public as they cover the country.

Copy reproduced on the opposite page will appear in the late November and early December issues, for the most part occupying cover positions that call for reproduction in two, three or four colors. To enable you to make the most of this national advertising, the same copy has been used for a window display card that will be distributed so as to reach you early in December.

In December, a special Christmas Advertisement will also appear in the majority of these publications, both Magazines and Farm. This will feature the 3A Kodak, 3A Junior, No. 1 Kodak Junior, Vest Pocket Kodak and the No 0 Brownie. It is strictly a camera advertisement with a holiday atmosphere that is certain to bring sales to those dealers who have the goods in stock.

To turn the public into your doors—*have the goods—advertise them—and show them well.*

American Magazines

American	People's	Everybody's
Sat. Evening Post	Woman's Home	Review of Reviews
Ladies' Home Journal	Companion	Smith's
McClure's	Forest and Stream	Metropolitan
Country Gentleman	Munsey's	Delineator
Collier's	Argosy	St. Nicholas
Motion Picture	Outdoor Life	Field and Stream
Cosmopolitan	All-Story	Short Story
Popular Mechanics	Outlook	Designer
Harper's	Life	Top Notch
Leslie's	Photoplay	Ainslee's
Pictorial Review	Detective Stories	Adventure
World's Work	Scribner's	Youth's Companion
Red Book	Popular	Popular Science
Vogue		Century

Canadian Magazines and Farm Publications

Everywoman's World	Le Samedi	Farm and Dairy
La Canadienne	Canadian Countryman	Farm and Home
MacLean's	Canadian Farm	Farmer's Magazine
Canadian Home Journal	Farmer's Weekly La Presse	Farm and Ranch Review
Western Home Monthly	Farmer's Advocate, London	Grain Grower's Guide
Toronto Saturday Night	and Winnipeg	Nor'West Farmer
	Family Herald and Weekly Star	



All Outdoors invites your Christmas
KODAK

Canadian Kodak Co., Limited, Toronto, Canada

This advertisement, much larger of course, will appear in
November and December magazines

Kodak

as you go

RICHARD ROE & CO.
1201 Tripod Avenue



Street Car Card No. 811

When Winter Shoppers Crowd the Cars

The street cars are getting more crowded. The weather requires a conveyance—and everybody uses the street cars at some time for shopping. So your announcement in the cars reaches them at what the young advertising writer calls “the psychological moment.” It is certainly the *logical* moment: They are going somewhere to buy. The attractive invitations reproduced below should help you help

them make a decision profitable to you both. The word “Kodak” is sufficient to suggest to them that where Kodak is, there other Christmas gifts will be also.

These cards are furnished free of charge, imprinted with his name and address, to dealers who display them in the cars. How many will you require for the cars in your vicinity?

Stolen Cameras

On the night of Sunday, October 17, 1920, several Kodaks, Brownie and Premo Cameras were stolen from the store of Messrs J. C. Jaimet & Co., Ltd., King St. W., Kitchener, Ont.

A list of the missing cameras,

with their serial numbers, where known, is published below. Should any dealer obtain information regarding any of these missing cameras, please communicate with Messrs. J. C. Jaimet & Co., or the Chief of Police, Kitchener, Ont.

V. P. Kodak, Anas. Lens, No. 80204
V. P. Kodak, R.R. Lens, No. 1229474
V. P. Kodak, Single Lens, No. 953199
1. Kodak Jr., K.A. Lens, 300650.
1A Kodak Jr., K.A. Lens, 386920.
1A Kodak Jr., K.A. Lens, 441262.
1A Kodak Jr., R.R. Lens.
2C Kodak Jr., R.R. Lens, 12739.
3A Kodak Jr., Single Lens.
3A Kodak Jr., R.R. Lens.

2 Folding Brownie, R.R., 440153.
2A Folding Brownie, S. L., 262977.
2A Folding Brownie, R.R., 262132.
2A Folding Brownie, R.R., 183587.
2 Cart. Premo, S. L., No. 116763.
2A Fold. Cart. Premo, S. L.
2C Fold. Cart. Premo, R.R. Lens, 10446.
3A Fold. Cart. Premo, S. L. No. 5355.

Changes in Price

Since the October Trade Circular was issued, the follow changes in price have been made. Kindly have the entries made in your Condensed Price List.

Effective Oct. 15, 1920.

REDUCTION

Potassium Bromide

(1920 Condensed Price List, page 43).

1 oz. can	\$0.14
$\frac{1}{4}$ lb. can	.37
$\frac{1}{2}$ lb. can	.63
1 lb. can	1.15

Dealers' Discount 25%

Effective Oct. 27, 1920

ADVANCE

R. O. HOLDER KITS

(1920 Condensed Price List, page 37).

4 x 5.....	\$0.35
5 x 7.....	.50
$6\frac{1}{2}$ x $8\frac{1}{2}$	.55
7 x 11	.75
8 x 10	.75
11 x 14	.85
14 x 17	1.50

Dealers' Discount 40%

KODAK DOUBLE PLATE HOLDERS.

(1920 Condensed Price List, page 36).

4 x 5, for No. 4 Cartridge Kodak or No. 4 F. P. Kodak.....	\$2.25
5 x 7, for No. 5 Cartridge Kodak	2.50

Dealers' Discount 30%

STANDARD TRIPOD

(1920 Condensed Price List, page 104)

Each	\$4.00
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Dealers' Discount 25%

FOCUSING PANELS FOR GRA- FLEX CAMERAS.

(1920 Condensed Price List, page 31).

$2\frac{1}{4}$ x $3\frac{1}{4}$, for Auto Graflex Jr. and R. B. Graflex Junior....	\$3.75
$3\frac{1}{4}$ x $4\frac{1}{4}$, for Auto Graflex....	4.00
$3\frac{1}{4}$ x $5\frac{1}{2}$, for Compact Graflex	5.00
4 x 5 , for Auto Graflex....	5.00
5 x 7 , for Auto Graflex and Compact Graflex	6.50

Dealers' Discount 25%

CROWN TILTING TRIPOD TOP.

(1920 Condensed Price List, page 104)

Professional	\$10.25
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Dealers' Discount 25%

Effective Nov. 9, 1920.

ADVANCE.

FINE GROUND GLASS.

(1920 Condensed Price List, page 92).

4 x 5 , per sheet	\$0.30
5 x 7 , per sheet.....	.35
5 x 8 , per sheet.....	.40
$6\frac{1}{2}$ x $8\frac{1}{2}$, per sheet.....	.50
8 x 10 , per sheet.....	.65

Dealers' Discount 30%

Correction

(1920 Condensed Price List, page 92).

The Mats for Kodak Snapshot Frames are put up in packages of one dozen and the prices quoted are for packages of one dozen mats, not for single mats. Please correct your price list accordingly.

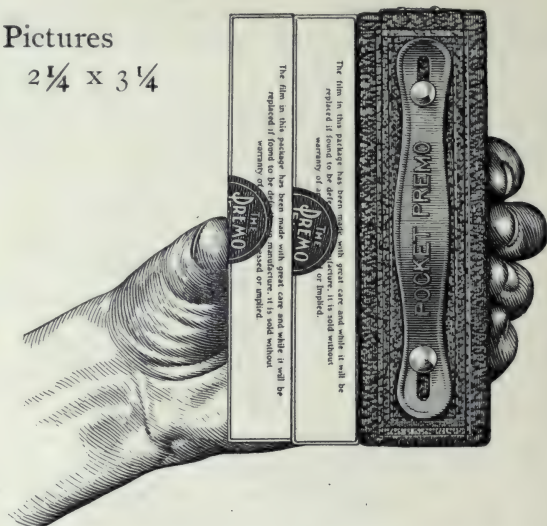
Film Pack Hanger Clips

Last month's Trade Circular announced a new and improved model of the Film Pack Developing Hanger, with which a new style clip is supplied. As there are many of the old style hangers in use, for some time to come there will be a demand for the clips to use with this hanger and dealers when ordering film pack hanger clips should be careful to specify whether they wish them for the old or new style film pack developing hanger.

For the time being if orders do not specify, the order department will enter old style hanger clips. Price is the same for either style.

Pictures

$2\frac{1}{4} \times 3\frac{1}{4}$



POCKET PREMO

It's a man's camera because it slips so readily into his pocket—and it is sound both in design and construction.

It's a woman's camera because it is so unobtrusive and so finely finished.

It's a boy's and girl's camera because it requires no focusing. Just drop the front board and the bellows are extended, ready for action.

It's everybody's camera because it makes good pictures.

It loads with Premo Film Packs—the easiest to load and fastest in use of all forms of film. Both the camera and the film are Eastman-made.

Price \$14.95

RICHARD ROE & CO.,
1001 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 8

TORONTO, CANADA

December, 1920

The Soporific Influence

It always amuses and interests me—the way Cheltenham can take a little incident and draw a big truth from it. Something in his training must have given him a keen insight into human nature. And he has cashed in on that insight.

We lunched together at the club yesterday, and, suddenly deviating from that golf topic that is so close to the hearts of both of us and, at the start, apparently apropos of nothing at all, he discoursed thusly:

"It's a strange thing," said Cheltenham, as he lighted a long thin one, "how easily men lose their punch and what a jolt it takes to restore it.

"Three years ago I bought the old Richardson place, as you will remember. Nearly an acre—big lawn, flower garden, vegetable garden, shrubs and all that sort of thing. We moved in in the spring and I hired Jim Blake for a gardener. He not only knew his business but he was some worker. We had flowers and vegetables galore; he wasn't satisfied with cutting the grass; he shampooed it and massaged it. He didn't wait for weeds to spring up. He

could see them two inches under the sod.

"He was so good that, although I had hired him for the season only, I kept him right through the winter. He had nothing to do but shovel the walks and tend the furnace, but was expected to beat a rug or wash windows when called upon. Before spring my wife was complaining that Jim was too lazy to beat a rug and grumbled when called upon to wash a window or sweep off the porch, but I hung onto him on account of the lawn and garden.

"Spring came on schedule, but there were no springs left in Jim. He was so lazy that it made the rest of us yawn just to see him mope around.

"By May 1st I had to fire him. I was afraid of being arrested for harboring noxious weeds. Fortune favored me, however, and I secured another hustler. He didn't know gardening as Jim did, but he was a whale for work. He swung his hoe as if he were fighting fire, and pushed the lawn mower so fast it sounded like a flivver running idle with the throttle wide open. And the next winter he too Rip Van

Winkled to an extent that made it necessary for me to replace him by the time the crocuses were winking at us. His works had stopped during the idle period and the key to the winding apparatus must have been broken. He just couldn't get going again.

"Then I hired a Swede. He never worked a minute over time, but he kept moving the full eight hours agreed upon until the last leaves were burned in the fall, the celery buried and the lawn mower hidden behind the carefully cleaned garden tools in the corner of the garage.

"Then he went to sleep and, unlike the ground hog, he failed to waken in the spring. Yes, he tended the furnace (it only went out three or four times a month but the habit grew on it) and somnolently swept the walks. The first sweet harbinger of spring was no alarm clock for him and for all I know, he is sleeping yet.

"Luck was again with me this season and I got hold of a good live man to take the place of my dead but unburied Swede. But I'm taking no chances on letting him rust his hinges. I have found a winter factory job for him. A friend of mine owns the factory and as a favor to me, has put this chap under a foreman whom he intends to replace at the first opportunity because he is such an inhuman driver of his men. I certainly hope he can't replace that fiend of his before the frost is out of the ground. Meantime, I am tending my own furnace, carrying out the ashes and shoveling the walks, and it helps keep me fit."

"Well, Cheltenham, what's the

moral?" This from me.

"It applies to the store. Business has been coming so dog-goned easy since about 1916 that I am scared of the soporific influence. There are a score of little stunts we used to use to get new business that we dropped because we had all the business we could handle or because we could sell all the goods of certain kinds that we could get.

"We have got to hustle again to get business, and in a way I'm glad of it. The time we used to put in making excuses for not filling orders we can now put in thinking up new ways of getting orders. And that's more fun. On business getting lines, we are something like those gardeners. But we won't be long. I'm going to start, all over again, the old advertising plans that worked well, and am going to create some new ones. The windows are going to be changed oftener and—Great Scott—it's half past one! I've been gone from the office fifty-five minutes. Must hustle back and get some of the new stunts started. S' long."

Christmas Gifts

- Kodaks
- Brownie Cameras
- Graflex Cameras
- Premo Cameras
- Albums
- Accessories

An Example of Involuted Circumlocution

We've just received a request which for involuted circumlocution is very much like breaking in a back window to gain entrance when the front door is wide open.

An acquaintance employed by the ——— office of a New York magazine writes us a letter to say that a young woman—a member of his family—who has been teaching *store efficiency* in a large retail store in the former unmentioned city discovered there a saleswoman who is seeking for information about the Kodak line which will enable her to sell more goods for her employer—and do we know

where such information might be obtained.

"We do," said we, and we sent him at once the booklet, "Selling Kodaks and Supplies," several copies of "The Kodak Salesman," and "How to Make Good Pictures." Presumably he gave these to his relative, who presumably gave them to the ambitious clerk.

The incident reminds us to suggest that you check up your selling force—see that the right people have read our booklets, and if we haven't got your clerks on our mailing list for "The Kodak Salesman," *let us have the name and address.*

The Service Department Takes the "Kicks"

In business as in football, there's a knack in handling kicks. There are all sorts of kicks—on-side kicks, high punts and long drives. Once in a while one goes over the heads of all the players and the customer scores a field goal.

The Service Department of the company enjoys the game, observes the rules, plays fair.

Some of your customers kick merely because they've quarreled with their fiancé or because it's a rainy day and they started out without their rubbers. Others kick because they don't understand the operation of the camera—or didn't follow the rules in developing or printing. Others have a just grievance—this would be an-

other world if everything always went *right*.

If you feel that circumstances make it desirable to pass the buck to us, just address the Service Department. It will catch the pass without fumbling the ball.

Like all similies, this football comparison is weak at one point. In football, somebody usually loses. In the Service Department's work, everybody is usually pleased.

If we lose money by granting that the customer is right, we gain good will, which is "future money."

Team play wins; if the Service Department can help you, please pass the ball.

Read the Kodak Salesman for December

A "Full Sized" Camera in Miniature




The Pocket Premo

A Christmas gift that will preserve the story of the Christmas merriment. So simple that the picture making can begin at once.

Wonderfully small and compact for the size of picture made. Easy to carry. Opening with one movement, the lens swings automatically into correct focus. No adjustments—no complicated lens. Sharp, clear pictures.

Loads in daylight, loads and unloads with the Premo Film Packs, twelve exposures—Eastman film.

Strong, well-made and tested. Beautifully finished. Covered with real and grain leather. All metal parts nickel-plated.



At Kodak Dealers

Eastman Kodak Company
Rochester Optical Department Rochester, N. Y.

An almost full sized Pocket Premo held in an almost full sized hand projecting from the margin of a full page in the December 18th* issue of the Saturday Evening Post should make the eyes of many thousand Canadian readers open wide and pay attention to the merits of this excellent little camera.

The same striking advertisement contains three full sized photographs ($2\frac{1}{4} \times 3\frac{1}{4}$ inches) made by this efficient instrument which is easy to talk about, easy to demonstrate, easy to sell, easy to carry, easy to load, easy to use—and (at \$14.95) easy to pay for.

Perhaps there are other cameras for $2\frac{1}{4} \times 3\frac{1}{4}$ pictures whose outside measurements are as small as $1\frac{3}{8} \times 3\frac{1}{4} \times 4\frac{1}{2}$ inches. It's much easier to make a small *With Christmas only Seven Days away!

camera than it is to make a *good* small camera.

Take your ruler and measure the more-than-sufficient focal length of the Pocket Premo. It's over $4\frac{1}{4}$ inches from the lens to the film. That means pictures with an absence of that distortion which comes from a too-short focus, a quality that the discriminating amateur appreciates.

Take a microscope—if you've got one handy—and examine the covering. It's *leather*. Not near-leather or leatherine or leatherette or like-leather—but leather, real, genuine skin.

You can open it, sight it, take a picture and close it—all in five seconds. The automatic opening of the bellows and the fixed focus accomplish that. Showing a customer the speed with which it can be done is an interesting way of demonstrating its simplicity.

The Pocket Premo helps your clerk make sales. It is a novelty but its novel features make for ease of operation and good looks—and that's why it's easy to sell.

If your stock is not ample, there's still time to make it so. We have them in stock.

Wratten Light Filters

(1920 Condensed Price List, page 107)

A new edition of the book "Wratten Light Filters," published by the Eastman Kodak Company is now available to the Canadian trade.

Increased publishing costs have necessitated an advance in the price to fifty cents per copy.

Kresko Paper

Kresko Paper will not be supplied in the future. The cost of production of this paper has for a long time figured in excess of our selling price, and users of Kresko will, without question, be satisfied with Solio, which will be supplied as heretofore. Solio is the highest type of gelatine print-out paper and will give better satisfaction to the user.

Solio Paper

Solio Seconds will hereafter be supplied as follows:

	Per Gross
Cabinet	\$1.35
4 x 6	1.50

Solio Seconds cannot be supplied in unlimited quantities, as the output depends entirely upon the amount of paper that we accumulate when sorting.

Kodak on the Farm

During the winter months mail day is an event for the farmer.

He travels for miles through snow drifts to get whatever mail the enterprising business man is good enough to send him, to brighten the dull days when he is housed in.

At this time of year he has the leisure to read and after his exceptional crop this season he has the money to buy.

We have the "Kodak on the Farm" booklets to supply in reasonable quantities with your imprint.

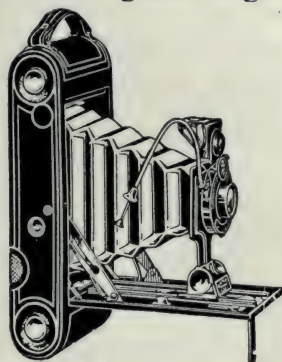
Merchant, to his best clerk—
"John, who is our *best customer?*"

John—"The Kodak customer."

Merchant—"Why?"

John—"He's the kind that spends and he comes in often."

He'll be glad to get a



No. 1A Autographic Kodak Jr.

ANYONE would—a camera that is good to look at, easy to work and convenient to carry makes a gift that is bound to please.

Thoroughly competent shutter with adjustable speeds of $\frac{1}{75}$, $\frac{1}{100}$ and $\frac{1}{150}$ of a second as well as time and bulb action—carefully tested lens and the Autographic feature—a distinctive feature of the Eastman line.

Price, \$19.49

Pictures, $2\frac{1}{2} \times 4\frac{1}{4}$ inches

Brownie Cameras, \$3.10 up

Kodaks, \$11.21 up

(Your Name and Address Here)

Free on request

Cut, Illustration only:
Single Col.—No. 204H

Changes in Price

Since the November Trade Circular was issued, the following changes in price have been made. Kindly have the entries made in your Condensed Price List.

NEW AERO PRICES.

The following prices are effective
December 4, 1920.

HAND HELD AERO CAMERA

Model A-1, 4 x 5, including one Graflex Plate or Cut Film Holder, and fitted with 10-inch f.4.5 Hawk-Eye Aerial Lens.

Net Wholesale.....	\$289.00
Excise Tax.....	28.90
Catalogue List.....	453.90

MODEL A-1 MAGAZINE PLATE HOLDER, capacity 12, 4 x 5 plates or cut film..... \$22.00

Dealers' discount 30%

MODEL K-1, 18 x 24 cm. AUTOMATIC AERO FILM CAMERA, not including Wind Motor, but fitted with 20-inch f.6 Hawk-Eye Aerial Lens.

Net Wholesale.....	\$816.00
Excise Tax.....	81.60
Catalogue List.....	1,281.60

Do., fitted with No. 18 Ic Tessar Lens f.4.5.

Net Wholesale.....	765.00
Excise Tax.....	76.50
Catalogue List.....	1,201.50

WIND MOTOR MODEL K-1, including Venturi Tube, flexible cable and suction tube..... \$150.00

Dealers' discount 32%

FILTER AND HOLDER FOR 20" HAWK-EYE LENS..... \$70.00

Do., for No. 18 Ic Tessar Lens, 11 $\frac{3}{8}$ -inch equivalent focus.... \$80.00

Dealers' discount 25%

REDUCTION

Effective November 30, 1920

ACETIC ACID 28% PURE

(1920 Condensed Price List, page 43).

$\frac{1}{2}$ lb. bottle.....	\$0.23
1 lb. bottle.....	.35
5 lb. bottle.....	1.05

Dealers' discount 33 $\frac{1}{3}$ %

Net per lb.

100 lb. carboy..... \$0.11

GLACIAL ACETIC ACID

(1920 Condensed Price List, page 43).

1 lb. bottle.....	\$0.65
5 lb. bottle.....	2.70

Dealers' discount 33 $\frac{1}{3}$ %

CITRIC ACID, POWDERED

(1920 Condensed Price List, page 43).

1 oz. bottle.....	\$0.22
$\frac{1}{4}$ lb. bottle.....	.60
$\frac{1}{2}$ lb. bottle.....	.95
1 lb. bottle.....	1.80

Dealers' discount 25%

HYDROCHINON

(1920 Condensed Price List, page 43).

1 oz. can.....	\$0.35
$\frac{1}{4}$ lb. can.....	1.20
$\frac{1}{2}$ lb. can.....	2.25
1 lb. can.....	4.35
5 lb. can.....	21.25

Dealers' discount 33 $\frac{1}{3}$ %

Do., in 25 lb. lots assorted 40%

ELON

(1920 Condensed Price List, page 43).

1 oz. bottle.....	\$0.85
$\frac{1}{4}$ lb. bottle.....	3.05
$\frac{1}{2}$ lb. bottle.....	5.80
1 lb. bottle.....	11.25

Dealers' discount 33 $\frac{1}{3}$ %

ADVANCE

Effective Dec. 4, 1920

EASTMAN PRINT PADDLE

(1920 Condensed Price List, page 97).

Per doz. \$6.50

Dealers' discount 33 $\frac{1}{3}$ %

Temporarily Discontinued

(1920 Condensed Price List, page 93).

Our stock of Eastman Tested Hydrometers has been exhausted and as the price at present is prohibitive they will be dropped from the list for the present and no more orders accepted.

Index to Trade Circular, 1920

The Numbers Indicate Pages.

- Accessories, sale of—Aug. 9.
- Addressing mail—June 3; Aug. 8.
- Advertising, copy writing—Jan. 7; May 3; June 7; Sept. 6; Oct. 7.
- Advertising in magazines—June 1; July 7; November 4, 5.
- Advertisements for dealers—Jan. 6, 8; Feb. 6, 7; April 6, 8; May 8; May (Extra) 7, 8; June 8; July 7, 8; August 11, 12; September 8; Oct. 8; November 8; December 8.
- Aero Cameras and equipment—May 7; July 2; December 5.
- Albums, New—Jan. 7; Feb. 4; June 5; July 2.
- Azo, new designations—Oct. 1, 2.
- Bromide—P.M.C. Contrast—Nov. 3.
- Calendars, Amateur—Aug 6, 7; Oct. 3.
- Car Cards—November 6.
- Catalogue, 1920—April 5; June 1.
- Condensed Price List—July 1.
- Dry Mounting Presses, ordering—Jan. 5.
- Excise Tax—May (Extra) 1, 2, 3, 4, 5, 6, June 7.
- Film Pack Hanger Clips—Nov. 7.
- Finishing—Feb. 2; May (Extra) 7; July 6; Sept. 5.
- Focal Plane Shutters, for R. B. Cycle Graphic—April 5.
- Fundamentals of Photography—Sept. 1.
- Hangers, Film Pack Developing—Oct. 5.
- Index, Trade Circular—Dec. 7.
- Kodak Salesman—Aug. 6, 9; Sept. 6.
- Kodakery Subscriptions—Feb. 1, 8; June 3; August 10, 11; Sept. 7.
- Kodaks, Not "Eastman Kodaks"—Jan. 7; October 7.
- Magnesium Ribbon Holders, Kodak—Oct. 5.
- Papers, Kresko and Solio—Dec. 5.
- Pocket Premo—July 3, 12; Oct. 6; December 4.
- Price Changes
- Miscellaneous—Jan. 4, 5, 7; Feb. 3; Mar. 6, 7, 8; April 4, 5; May 4, 5, 6; June 4, 5; July 5; Aug. 4, 5; Sept. 3, 4; Nov. 7; Dec. 6.
- Cameras with Anastigmat Equipment and lenses—March 3, 4, 5; Cameras with B. & L. equipment and B. & L. lenses—Aug. 1, 2, 3.
- Film—March 1, 2, 3; Aug. 5.
- Graflex, Graphic, etc., cameras—April 1, 2, 3.
- Albums and mounts—Jan. 1, 2, 3; Feb. 3; July 5.
- Plates and Professional Film—June 6.
- Prices Subject to Change—Oct. 5.
- Projection Printer, Eastman—May 1, 2, 3; Parts—June 5.
- Repairs—Feb. 5; April 7.
- Returned Goods, instructions—Aug. 8.
- Sales Talk—June 2; July 2; Dec. 1, 2.
- "Selling Kodaks and Supplies"—Nov. 2; Dec. 3.
- Sensitized goods, Handling of—Aug. 8; Oct. 7.
- Service Department—Aug. 8; Sept. 5; Dec. 3.
- Shortages, Filing of Complaint—Mar. 7; April 7;
- Show Cards—Sept. 2; Nov. 3.
- Snapshot Frames, Kodak—Nov. 2.
- Stock location and arrangement—Oct. 4.
- Stolen Cameras—November 6.
- Summer Books—July 4.
- Velox Booklet—June 3.
- Velox Lantern Slide Varnish—Mar. 7.
- Winter Books—October 3; Nov. 3.
- X-Ray Exposure Rule, Eastman—April 4.
- X-Ray Film Viewing Clips, Eastman—May 7.



"All aboard," says Tom.

"Click"—says the Kodak—and the story of the holiday coasting party is transcribed to film. Fun with the Christmas

KODAK

begins with Christmas Day.

Somewhere in our store is "just the thing." We're here to help you find it.

Kodaks, \$11.21 up
Brownies, \$3.10 up

[YOUR NAME AND ADDRESS HERE]

EXTRA!

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 8A

TORONTO, CANADA

December, 1920

Excise Tax Abolished

The Minister of Finance gave us quite a surprise on December 20th, the papers announcing the abolition of the Luxury or Excise Tax on cameras, as well as on a host of other lines of goods.

Below is a new price list of the cameras which were subject to this taxation, the prices being arrived at by taking 10 per cent. of the wholesale prices from the catalogue prices, as set forth in 1920 Condensed Price List. Cameras shipped on and after Monday, December 20th, will be billed on the same basis as obtained prior to May 19th last.

Trade Discounts:—32 per cent. on Kodaks, Brownies, Premos, Graflex and Graphic Cameras, Graflex Enlarging Cameras, X-Ray Reducing Cameras, F. & S. Finger Print Cameras, F. & S. Identification Outfit and Aero Cameras.

25 per cent. on V. P. K. Enlarging Cameras, Brownie Enlarging Cameras and Kodak Enlarging Outfit.

Our customers will please bear in mind that we acted purely as collectors for the Federal Government in gathering for Ottawa ten per cent. of the net wholesale price of all cameras we sold between May 19th and December 18th, 1920.

Following is an extract from an *Associated Press* Despatch, originating at Ottawa and appearing in the papers of December 20th:—

"At the Finance Department it was stated this afternoon that in respect of goods sold previous to the 20th instant (to-day), on which luxury tax had been charged, no refund would be granted in the event of the goods being returned."

Kodaks

Vest Pocket Autographic Kodak. Pictures $1\frac{1}{8} \times 2\frac{1}{2}$. Kodak Ball Bearing Shutter No. 0.

With Meniscus Achromatic Lens \$10.50
With Rapid Rectilinear Lens 11.00

Special, with Kodak Anastigmat, *f*.7.7 lens 18.00

Do. with Kodak Anastigmat, *f*.6.9 Lens 22.50

Do., with B. & L. Anastigmat, *f*.6.9 Lens 37.00

No. 1 Autographic Kodak Jr. Pictures $2\frac{1}{4} \times 3\frac{1}{4}$. Kodak Ball Bearing Shutter.

(Fixed focus), with Meniscus Achromatic Lens 16.75

(Focusing model), with Meniscus Achromatic Lens.. 16.75

Do., with Rapid Rectilinear Lens ~~19.00~~ 25

Do., with Kodak Anastigmat *f*.7.7 Lens ~~24.00~~ 25

No. 1A Autographic Kodak Jr. Pictures $2\frac{1}{2} \times 4\frac{1}{4}$. Kodak Ball Bearing Shutter.

(Fixed focus), with Meniscus Achromatic Lens 18.25

(Focusing model), with Meniscus Achromatic Lens.. 18.25

Do., with Rapid Rectilinear Lens 21.00

Do., with Kodak Anastigmat *f*.7.7 Lens 26.75

No. 2C Autographic Kodak Jr. Pictures $2\frac{7}{8} \times 4\frac{7}{8}$. Kodak Ball Bearing Shutter.

With Meniscus Achromatic Lens 20.00

With Rapid Rectilinear Lens 23.00

With Kodak Anastigmat, *f*.7.7 Lens 28.25

No. 3A Autographic Kodak Jr. Pictures $3\frac{1}{4} \times 5\frac{1}{2}$. Kodak Ball Bearing Shutter.

With Meniscus Achromatic Lens \$21.00

With Rapid Rectilinear Lens 24.75

With Kodak Anastigmat, *f*.7.7 Lens 31.00

No. 1A Autographic Kodak. Pictures $2\frac{1}{2} \times 4\frac{1}{4}$. Kodak Ball Bearing Shutter.

With Rapid Rectilinear Lens 25.00

With Kodak Anastigmat, *f*.7.7 Lens 31.00

No. 3 Autographic Kodak. Pictures $3\frac{1}{4} \times 4\frac{1}{4}$. Kodak Ball Bearing Shutter.

With Rapid Rectilinear Lens 25.00

With Kodak Anastigmat, *f*.7.7 Lens 31.00

No. 3A Autographic Kodak. Pictures $3\frac{1}{4} \times 5\frac{1}{2}$. Kodak Ball Bearing Shutter.

With Rapid Rectilinear Lens 29.50

With Kodak Anastigmat, *f*.7.7 Lens 35.50

No. 1 Autographic Kodak Special. Pictures $2\frac{1}{4} \times 3\frac{1}{4}$. Optimo Shutter.

With Kodak Anastigmat, *f*.6.3 Lens 56.50

With B. & L. Kodak Anastigmat, *f*.6.3 Lens 72.50

With B. & L. Special Anastigmat, *f*.6.3 Lens 59.00

With B. & L. Tessar, Series IIb, *f*.6.3 Lens 93.00

With B. & L. Tessar, Series Ic, *f*.4.5 Lens 94.50

No. 1A Autographic Kodak Special. Pictures $2\frac{1}{2} \times 4\frac{1}{4}$. Optimo Shutter.

With Kodak Anastigmat, *f*.6.3 Lens 67.00

With B. & L. Kodak Anastigmat *f*.6.3 Lens 84.50

With B. & L. Tessar, Series IIb, *f*.6.3 Lens 105.50

No. 3 Autographic Kodak Special. Pictures $3\frac{1}{4} \times 4\frac{1}{4}$. Optimo Shutter.

With Kodak Anastigmat, *f*.6.3 Lens 61.50

With B. & L. Kodak Anastigmat *f*.6.3 Lens 79.50

With B. & L. Tessar, Series IIb, *f*.6.3 Lens 100.00

No. 3A Autographic Kodak
Special. Pictures $3\frac{1}{4} \times 5\frac{1}{2}$.
Optimo Shutter.

With Kodak Anastigmat,
f.6.3 Lens 76.00

With B. & L. Kodak Anas-
tigmat f.6.3 Lens 103.50

With B. & L. Tessar, Series
Iib, f.6.3 Lens 130.00

Stereo Kodak, Model 1. Stereo
pictures $3\frac{1}{8} \times 3\frac{3}{16}$.
Stereo B. B. Shutter.

With Kodak Anastigmat,
f.7.7 Lenses 58.50

No. 1 Panoram Kodak. Pic-
tures $2\frac{1}{4} \times 7$. Panoram
Shutter 23.50

No. 4 Panoram Kodak. Pic-
tures $3\frac{1}{2} \times 12$. Panoram
Shutter 36.50

Brownie Cameras

No. 0 Brownie. Pictures $1\frac{5}{8} \times$
 $2\frac{1}{2}$. Meniscus Lens. Rot-
ary Shutter \$2.90

No. 2 Brownie. Pictures $2\frac{1}{4} \times$
 $3\frac{1}{4}$. Meniscus Lens. Rot-
ary Shutter 3.35

No. 2A Brownie. Pictures $2\frac{1}{2}$
 $\times 4\frac{1}{4}$. Meniscus Achro-
matic Lens. Rotary Shut-
ter 4.60

No. 3 Brownie. Pictures $3\frac{1}{4} \times$
 $\times 4\frac{1}{4}$. Meniscus Achro-
matic Lens. Rotary Shut-
ter 6.00

No. 2C Brownie. Pictures $2\frac{7}{8}$
 $\times 4\frac{7}{8}$. Meniscus Achro-
matic Lens. Rotary Shut-
ter 6.00

No. 2 Folding Autographic
Brownie. Pictures $2\frac{1}{4} \times$
 $3\frac{1}{4}$. Kodak Ball Bearing
Shutter.

With Meniscus Achromatic
Lens 10.25
With Rapid Rectilinear Lens 12.00

No. 2A Folding Autographic
Brownie. Pictures $2\frac{1}{2} \times$
 $4\frac{1}{4}$. Kodak Ball Bearing
Shutter.

With Meniscus Achromatic
Lens 11.25
With Rapid Rectilinear Lens 13.75

No. 2C Folding Autographic
Brownie. Pictures $2\frac{7}{8} \times$
 $4\frac{7}{8}$. Kodak Ball Bearing
Shutter.

With Meniscus Achromatic
Lens 15.00
With Rapid Rectilinear Lens 17.75

No. 3A Folding Autographic
Brownie. Pictures $3\frac{1}{4} \times$
 $5\frac{1}{2}$. Kodak Ball Bearing
Shutter.

With Meniscus Achromatic
Lens 17.00
With Rapid Rectilinear Lens 20.00

Graflex and Graphic Cameras

1A Graflex, Autographic, $2\frac{1}{2} \times$
 $4\frac{1}{4}$, without Lens \$120.00

With B. & L. Kodak Anas-
tigmat Lens, f.6.3, No. 2.. 133.00

With Kodak Anastigmat
Lens, f.4.5, No. 31 141.50

With B. & L. Tessar Lens,
Series Ic, f.4.5, No. 14.... ~~155.50~~ 160.00

3A Graflex, Autographic, $3\frac{1}{4} \times$
 $5\frac{1}{2}$, without Lens 138.00

With B. & L. Kodak Anas-
tigmat Lens, f.6.3, No. 4.. 157.00

With Kodak Anastigmat
Lens, f.4.5, No. 33 173.50

With B. & L. Tessar Lens,
Series Ic, f.4.5, No. 15a .. ~~200.00~~ 193

**Auto Graflex, without Lens,
but including one Double
Plate Holder.**

3¼ x 4¼	92.00
4 x 5	106.00
5 x 7	133.50

**Do., with B. & L. Kodak An-
astigmat Lens, f.6.3.**

3¼ x 4¼, No. 2 Lens	109.00
4 x 5, No. 3 Lens	122.00
5 x 7, No. 5 Lens	167.50

**Do., with Kodak Anastigmat
Lens, f.4.5.**

3¼ x 4¼, No. 31 Lens	117.50
4 x 5, No. 32 Lens	135.50
5 x 7, No. 34 Lens	182.50

**Do., with B. & L. Tessar Lens,
Series Ic, f.4.5.**

3¼ x 4¼, No. 14 Lens ~~131.50~~ 136.00	
4 x 5, No. 15 Lens ~~152.50~~ 158.50	
5 x 7, No. 16 Lens ~~206.50~~ 214.50	

**Auto Graflex Junior, 2¼ x 3¼,
without Lens, but includ-
ing one double Plate
Holder**

\$73.50

With B. & L. Kodak Anas-
tigmat Lens, f.6.3, No. 1.. 91.00

With Kodak Anastigmat
Lens, f.4.5, No. 30

97.50

With B. & L. Tessar Lens, ~~109.~~
Series Ic, f.4.5, No. 13 ~~112.00~~

**Revolving Back Graflex Junior,
2¼ x 3¼, without Lens,
but including one double
Plate Holder**

101.00

With B. & L. Kodak Anas-
tigmat Lens, f.6.3, No. 3. 118.00

With Kodak Anastigmat
Lens, f.4.5, No. 32

131.50

With B. & L. Tessar Lens, ~~148.~~
Series Ic, f.4.5, No. 15... ~~154.50~~

**Compact Graflex, without Lens,.....
but including one double
Plate Holder.**

3¼ x 5½	138.00
5 x 7	165.50

**Do., with B. & L. Kodak Anas-
tigmat Lens, f.6.3.**

3¼ x 5½, No. 4 Lens	157.00
5 x 7, No. 5 Lens	195.50

**Do., with Kodak Anastigmat
Lens, f.4.5.**

3¼ x 5½, No. 33 Lens	173.50
5 x 7, No. 34 Lens	210.50

**Do., with B. & L. Tessar Lens,
Series Ic, f.4.5.**

3¼ x 5½, No. 15a Lens ~~193.~~ 200.00+	
4 x 5, No. 16 Lens ~~234.~~ 242.50	

**Telescopic Revolving Back Gra-
flex, without Lens, but in-
cluding one Double Plate
Holder.**

3¼ x 4¼	138.00
4 x 5	156.50

**Do., with B. & L. Kodak Anas-
tigmat Lens, f.6.3.**

3¼ x 4¼, No. 3 Lens	\$150.00
4 x 5, No. 5 Lens	187.50

**Do., with Kodak Anastigmat
Lens, f.4.5.**

3¼ x 4¼, No. 32 Lens	163.50
4 x 5, No. 33 Lens	189.50

**Do., with B. & L. Tessar Lens,
Series Ic, f.4.5.**

3¼ x 4¼, No. 15 Lens ~~180.~~ 186.50	
4 x 5, No. 16 Lens ~~226.~~ 234.50	

**Revolving Back Auto Graflex,
without Lens, but includ-
ing one double Plate
Holder.**

3¼ x 4¼	156.50
4 x 5	175.00

**Do., with B. & L. Kodak Anas-
tigmat Lens, f.6.3.**

3¼ x 4¼, No. 5 Lens	187.50
4 x 5, No. 6 Lens	221.50

**Do., with Kodak Anastigmat
Lens, f.4.5.**

3¼ x 4¼, No. 33 Lens	189.50
4 x 5, No. 34 Lens	218.50

Do., with B. & L. Tessar Lens, Series Ic, f.4.5.	4 x 5	95.50
	5 x 7	111.00
3¼ x 4¼, No. 15a Lens ~~2.09~~ 216.00	6½ x 8½	143.00
4 x 5, No. 17 Lens ~~2.77~~ 308.50	8 x 10	174.50

Do., with B. & L. Protar Lens, Series VIIa, f.6.3.		
3¼ x 4¼, No. 10 Lens ~~2.35~~ 245.50		
4 x 5, No. 13 Lens ~~2.83~~ 297.06		

Press Graflex, 5 x 7, without
Lens, but including one
double Plate Holder 221.00

With B. & L. Kodak Anas-
tigmat Lens, f.6.3, No. 5. 243.50

With Kodak Anastigmat
Lens, f.4.5, No. 34 258.50

With B. & L. Tessar Lens, ~~2.82~~
Series Ic, f.4.5, No. 16 ... 290.50

Home Portrait Graflex, 5 x 7,
without Lens, but includ-
ing one double Plate
Holder \$230.00

With B. & L. Tessar Lens, ~~3.45~~
Series Ic, f.4.5, No. 17 ... 356.50

With B. & L. Tessar Lens, ~~3.45~~ 403
Series Ic, f.4.5, No. 18 413.00

Stereo Auto Graflex, 5 x 7,
without Lenses, but includ-
ing one double Plate
Holder 257.50

With matched pair B. & L.
Kodak Anastigmat Lenses,
f.6.3, No. 3 288.00

Naturalist's Graflex, 4 x 5,
without Lens, but includ-
ing one double Plate
Holder 248.50

With B. & L. Telestigmatic
Lens, f.6.8 349.50

No. 0 Graphic Camera, 1½ x
2½ 73.50

Revolving Back Cycle Graphic
Camera, including double
Plate Holder and leather
Carrying Case, with Gra-
phic Rapid Rectilinear
Lens and Automatic Shut-
ter.

Do., with B. & L. Kodak An-
astigmat Lens, f.6.3, and
Volute Shutter.

4 x 5, No. 3 Lens	144.00
5 x 7, No. 5 Lens	183.00
6½ x 8½, No. 6 Lens	227.50

Do., with B. & L. Protar Lens,
Series VIIa, and Volute
Shutter.

4 x 5, No. 7 Lens ~~1.95~~	203.00
5 x 7, No. 10 Lens ~~2.30~~	241.00
6½ x 8½, No. 13 Lens ~~2.89~~	303.00
8 x 10, No. 17 Lens ~~3.78~~	420.00

Speed Graphic, without Lens,

3¼ x 4¼	\$92.00
4 x 5	101.00
3¼ x 5½	101.00
5 x 7	119.50

Do., with B. & L. Kodak An-
astigmat Lens, f.6.3

3¼ x 4¼, No. 2 Lens	109.00
4 x 5, No. 3 Lens	118.00
3¼ x 5½, No. 4 Lens	125.00
5 x 7, No. 5 Lens	155.50

Do., with Kodak Anastigmat
Lens, f.4.5.

3¼ x 4¼, No. 31 Lens	117.50
4 x 5, No. 32 Lens	131.50
3¼ x 5½, No. 33 Lens	141.50
5 x 7, No. 34 Lens	170.50

Do., with B. & L. Tessar Lens,
Series Ic, f.4.5.

3¼ x 4¼, No. 14 Lens	147.75	141.5
4 x 5, No. 15 Lens	170.30	159.5
3¼ x 5½, No. 15a Lens	181.50	173.5
5 x 7, No. 16 Lens	219.50	209.5

Stereoscopic Graphic, 5 x 7,
including double Plate
Holder, without Lenses. . 156.50

Do., with matched B. & L.
Kodak Anastigmat Lenses,
No. 3, f.6.3 200.00

With matched B. & L. Protar
lenses, Series V, No. 2 ... 200.00

Premos

No. 1 Premo Junior. Premo Film Pack Negatives, $2\frac{1}{4} \times 3\frac{1}{4}$. Automatic Shutter. Meniscus Lens	\$3.35	No. 2C Cartridge Premo. Cartridge Film Negatives, $2\frac{7}{8} \times 4\frac{7}{8}$. Eastman Rotary Shutter. Meniscus Achromatic Lens	\$6.00
No. 1A Premo Junior. Premo Film Pack Negatives, $2\frac{1}{2} \times 4\frac{1}{4}$. Automatic Shutter. Meniscus Achromatic Lens	4.60	No. 2 Folding Cartridge Premo. Cartridge Film Negatives, $2\frac{1}{4} \times 3\frac{1}{4}$. Kodak B.B. Shutter. Meniscus Achromatic Lens	9.25
No. 1 Premoette Jr. Premo Film Pack Negatives, $2\frac{1}{4} \times 3\frac{1}{4}$. Kodak B. B. Shutter. Meniscus Achromatic Lens	10.25	Do., with Rapid Rectilinear Lens	11.00
Do., with R.R. Lens	12.75	No. 2A Folding Cartridge Premo. Cartridge Film Negatives, $2\frac{1}{2} \times 4\frac{1}{4}$. Kodak B.B. Shutter. Meniscus Achromatic Lens	10.25
Do., with Kodak Anastigmat Lens, <i>f</i> .7.7	19.25	Do., with Rapid Rectilinear Lens	12.75
Premoette Senior. Premo Film Pack Negatives, $2\frac{1}{2} \times 4\frac{1}{4}$. Kodak B.B. Shutter. Rapid Rectilinear Lens	16.75	No. 2C Folding Cartridge Premo. Cartridge Film Negatives, $2\frac{7}{8} \times 4\frac{7}{8}$. Kodak B.B. Shutter. Meniscus Achromatic Lens	14.25
Do., for $3\frac{1}{4} \times 4\frac{1}{4}$ Negatives..	16.75	Do., with Rapid Rectilinear Lens	17.00
Do., for $3\frac{1}{4} \times 5\frac{1}{2}$ Negatives ..	21.25	No. 3A Folding Cartridge Premo. Cartridge Film Negatives, $3\frac{1}{4} \times 5\frac{1}{2}$. Kodak B.B. Shutter. Meniscus Achromatic Lens	16.00
Do., with Kodak Anastigmat, <i>f</i> .7.7 Lens for $2\frac{1}{2} \times 4\frac{1}{4}$ Negatives	22.50	Do., with Rapid Rectilinear Lens	19.25
Do., for $3\frac{1}{4} \times 4\frac{1}{4}$ Negatives..	22.50	Premo No. 8. Premo Film Pack or Plate Negatives, 4×5 . Ball Bearing Shutter and Planatograph Lens, Plate Holder and Carrying Case	25.25
Do., for $3\frac{1}{4} \times 5\frac{1}{2}$ Negatives..	26.25	Do., for $3\frac{1}{4} \times 5\frac{1}{2}$ Negatives..	25.25
Pocket Premo. Premo Film Pack Negatives, $2\frac{1}{4} \times 3\frac{1}{4}$. Meniscus Achromatic Lens and Kodak B.B. Shutter ..	14.00	Do., for 5×7 Negatives	36.50
No. 2 Cartridge Premo. Cartridge Film Negatives, $2\frac{1}{4} \times 3\frac{1}{4}$. Eastman Rotary Shutter. Meniscus Achromatic Lens	3.35	Do., with Kodak Anastigmat, <i>f</i> .7.7 Lens, $3\frac{1}{4} \times 5\frac{1}{2}$ Negatives	30.50
No. 2A Cartridge Premo. Cartridge Film Negatives, $2\frac{1}{2} \times 4\frac{1}{4}$. Eastman Rotary Shutter. Meniscus Achromatic Lens	4.60		

Premo No. 12. Film Pack or Plate Negatives, $2\frac{1}{4} \times 3\frac{1}{4}$. Kodak B.B. Shutter. Rapid Rectilinear Lens, including Film Pack Adapter and one Plate Holder	23.75	Do., for 5×7 Negatives	59.50
Do., with Kodak Anastigmat Lens, <i>f.7.7</i>	29.00	Do., with Kodak Anastigmat Lens, <i>f.7.7</i> Lens, $3\frac{1}{4} \times 5\frac{1}{2}$	52.50
Do., with Optimo Shutter and B. & L. Kodak Anastigmat Lens, <i>f.6.3</i>	\$65.50	Do., for 4×5 Negatives	52.50
Do., with B. & L. Special Anastigmat Lens, <i>f.6.3</i>	51.50	Do., with Kodak Anastigmat Lens, <i>f.6.3</i> , and Optimo Shutter, $3\frac{1}{4} \times 5\frac{1}{2}$	80.00
Do., with Kodak Anastigmat Lens, <i>f.6.3</i>	52.00	Do., for 4×5 Negatives	80.00
Do., with B. & L. Tessar, Series I Ib, lens <i>f.6.3</i>	85.50	Do., with B. & L. Kodak Anastigmat Lens, <i>f.6.3</i> , and Optimo Shutter, $3\frac{1}{4} \times 5\frac{1}{2}$	96.00
Do., with B. & L. Tessar, Series Ic, Lens, <i>f.4.5</i>	87.00	Do., 4×5	91.50
Premo No. 9. Premo Film Pack or Plate Negatives, $3\frac{1}{4} \times 5\frac{1}{2}$. Kodak Ball Bearing Shutter and Planatograph Lens, Plate Holder and Carrying Case	47.50	Do., 5×7	127.00
Do., for 4×5 Negatives	47.50	Premo No. 10. Premo Film Pack or Plate. Negatives, 5×7 . Kodak B.B. Shutter, Planatograph Lens. Plate Holder and Plush-lined Sole Leather Carrying Case	96.50
		Do., with B. & L. Kodak Anastigmat Lens, <i>f.6.3</i> , and Optimo Shutter	165.50
		Do., with B. & L. Protar, Series VIIa, Lens No. 8 and Optimo Shutter	221.00

Enlarging and Reducing Cameras

Vest Pocket Kodak Enlarging Camera. For $3\frac{1}{4} \times 5\frac{1}{2}$ enlargements from $1\frac{5}{8} \times 2\frac{1}{2}$ Negatives	\$3.75	No. 3 Brownie Enlarging Camera. For $6\frac{1}{2} \times 8\frac{1}{2}$ enlargements from $3\frac{1}{4} \times 4\frac{1}{4}$ negatives. (Also for proportionate enlargements from smaller negatives)	6.50
No. 2 Brownie Post Card Enlarging Camera. For $3\frac{1}{4} \times 5\frac{1}{2}$ enlargements from $2\frac{1}{4} \times 3\frac{1}{4}$ Negatives	3.75	No. 4 Brownie Enlarging Camera. For 8×10 , $6\frac{3}{8} \times 10$ and $5\frac{3}{8} \times 9\frac{3}{8}$ enlargements from 4×5 , $3\frac{1}{4} \times 5\frac{1}{2}$ and $2\frac{7}{8} \times 4\frac{7}{8}$ negatives, respectively	7.00
No. 2 Brownie Enlarging Camera. For 5×7 enlargements from $2\frac{1}{4} \times 3\frac{1}{4}$ glass or film negatives	5.00		

Graflex Enlarging Camera , 8 x 10, including one Bromide Paper Holder, without Lens	48.00	for 14 x 17, 11 x 14, 10 x 12, 8 x 10, 6½ x 8½ and 5 x 7 Plates	160.00
Do. , with B. & L. Kodak Anastigmat Lens, f.6.3, No. 3	72.00		
Kodak Enlarging Outfit . Including Camera, Lens, Easel, Connecting Cord and Lamp House	28.00	F. & S. Finger Print Camera , complete with Lens, Shutter, two Batteries, ten Lamps and one double Plate Holder	52.00
X-Ray Reducing Camera (Eastman) . Includes Century Lantern Slide Camera with Kodak Anastigmat, f. 7.7 Lens, Illuminator fitted with 100 watt Tungsten Lamp 110 volts, and Kits		F. & S. Identification Outfit , Includes Camera with Kodak Anastigmat Lens, f. 6.3, two Magazines, Stand, Reflectors, Numbering Device, Height Scale, Background, Cable and Sockets, without Lamps	450.00

Aero Cameras

Model A1 Hand-Held Aero Camera . For 4 x 5 plates, with f.4.5 Hawk-Eye Aerial Lens, focal length 10 inches, and one Graflex Plate Holder	\$425.00	18 x 24 cm. with No. 18 B. & L. Tessar Lens, Series 1c, f.4.5, focal length 11⅞ inches, not including Wind Motor	1,125.00
Model K1 Automatic Aero Film Camera . For pictures		Do. , fitted with f.6 Aerial Hawk-Eye Lens, focal length 20 inches	1,200.00

View Cameras

R.O.C. View Camera , 5 x 7	\$23.50	Eastman View Camera No. 2 , 5 x 7	62.00
R.O.C. View Camera , 6½ x 8½	26.00	Eastman View Camera No. 2 , 6½ x 8½	65.00
R.O.C. View Camera , 8 x 10 ..	29.00	Eastman View Camera No. 2 , 8 x 10	68.00
Eastman View Camera No. 1 , 5 x 7	46.00	Eastman View Camera No. 2 , 7 x 11	73.00
Eastman View Camera , No. 1, 6½ x 8½	49.00	Empire State View Camera , 11 x 14	90.00
Eastman View Camera No. 1 , 8 x 10	52.00		

